

PRINTERS' INK

REGISTERED U. S. PATENT OFFICE
A JOURNAL FOR ADVERTISERS
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VOL. C

NEW YORK, AUGUST 30, 1917

No. 9

Why We Celebrate September 6th

In the year 1776, the Duke of Gloucester fell into disgrace by marrying contrary to the wishes of his royal brother, King George III. At a dinner given at Strassburg, in order to get even with his autocratic brother, the Duke regaled the guests with a humorous account of how certain rebels had thrown a cargo of tea overboard in Boston Harbor. It was a good joke, and the laugh was certainly on George. At the close of the dinner, a lean, red-headed French officer, still in his 'teens, went up to the Duke and exclaimed, "I will join the Americans. I will help them fight for freedom. Tell me how to set about it."

This young man was Lafayette. In all her wars, Liberty never enlisted a better recruit. Overcoming great obstacles, he finally appeared before Congress and was given a commission as Major-General in the American Army—a volunteer serving without pay. Then he reported to the Commander-in-Chief at the old house still standing on York Road near Hatboro town.

It was a great day in the world's history when Lafayette, the liberty-loving youth of twenty-one, and Washington, the liberty-winning man of forty-five, joined hands and hearts in the struggle for the further liberation of the race. The world knows the story; but not all, as Liberty's story is never fully told. A great chapter is being written in 1917, when men from the land of Lafayette have reminded us of their early friendship and thousands of American soldiers are on the soil of France to repay the debt created seven-score years ago.

So, on September 6th, we shall celebrate with renewed gratitude the birthday of Lafayette, whose lifelong adherence to keeping everlastingly at it did so much to bring liberty to us, to France and to the world.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

What a 46c Dollar Means

At the prices prevailing in June this year, said the New York Times of August 4, the purchasing power of a city man's dollar was 46c as compared with the average prices of 1900 to 1906.

Every one realizes, of course, that this means his dollar will buy less than $\frac{1}{2}$ of what it would 11 years ago.

But *not every one* realizes that it also means the purchasing power of the farmer has *increased* in the same proportion that the city man's purchasing power has decreased. The city man's dollar has become 46c—the farmer's 46c has become a dollar.

* * *

One thing more.

A man, like a business, has "fixed charges," "overhead" expenses to pay.

And like a business, as his income above the "overhead" increases, his net profits increase not in direct but in *geometric* proportion!

The *doubling* of a man's income may easily quadruple his spending power so far as an advertiser is concerned.

* * *

The Standard Farm Papers have a national circula-

tion reaching 1,100,000 business farmers whose incomes have doubled in the past year or two.

Ask the man who advertises what this increase has done for the farmer's *spending* power.



THE STANDARD FARM PAPERS ARE

- Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas
- The Wisconsin Agriculturist
Established 1877
- The Indiana Farmer
Established 1845
- Pacific Rural Press
Established 1870
- The Farmer, St. Paul
Established 1882
- The Ohio Farmer
Established 1848
- The Michigan Farmer
Established 1843
- Prairie Farmer, Chicago
Established 1841
- Pennsylvania Farmer
Established 1880
- The Breeder's Gazette
Established 1881
- Hoard's Dairyman
Established 1870
- Wallaces' Farmer
Established 1895
- WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City
- GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building
Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. C

NEW YORK, AUGUST 30, 1917

No. 9

Lord Northcliffe on "Business in War Time"

Great English Publisher Tells PRINTERS' INK Readers, in an Authorized Interview, of Conditions British Industry Has Faced, and American Business Must Meet, Under the Stress of Conflict

By Bruce Bliven

BUSINESS men need not spend much time at present worrying about their after-the-war problems. The question just now is to win the war. If we win, business will very largely take care of itself. If we don't win, all present planning will be waste endeavor anyhow.

There, in a nutshell, is the message which Lord Northcliffe, famous British publisher and statesman, head of the British War Mission to the United States, gives to the American business man through an exclusive interview granted to PRINTERS' INK—one of the very few which he has found time to give to anyone during his present visit. Lord Northcliffe, incidentally, knows more about America and Americans than most of us do ourselves, having been a keen and interested student of our institutions for many years, and bringing to his study the same impartial point of view which made Lord Bryce's

studies of our institutions so valuable. It would therefore be hard to find anyone as competent as he is to discuss the problems which the war has brought to American industry.

No one can spend five minutes with Lord Northcliffe without realizing that if he had not chosen to be a great publisher he could

have been a great leader of commerce just as well. Even the outer offices of the British War Mission in a New York skyscraper fairly shake with the radiating dynamic energy of "the Chief," as his associates affectionately call him. The great burdens on his shoulders are disposed of

with maximum efficiency, and with as little time wasted as possible—as many newspaper and magazine writers seeking interviews with him have found to their sorrow. When the visitor does gain admittance, he finds himself in a big cheerful room which, with its flowers, its bright carpet and

Should the making and buying of "luxury goods" be discouraged because of war conditions?

Will the war be followed by "hard times"?

Are business men entitled to resent the chilly attitude of some Government officials toward their proffered co-operation and advice?

How shall we find jobs for returned soldiers after the war?

Will women who are doing men's work because of the war emergency give up their positions and go back to their household work when the war is over?

Will government ownership on a large scale continue after the war?

tapestry-covered chairs, might be a living-room in an apartment, were it not for the huge and business-like desk near the window. Behind the desk, and looming over it, is the great figure of the man, his massive, clean-shaven face ruddy with health, his impatient but not unkindly gaze fixed upon you with a mute wish in it that you could think fast enough to get what you have to say out of you at once. Before a question has formed itself on your lips he has pounced upon it, and with six incisive words has punctured your theory or replied to your ignorance so completely that the matter is closed, nothing remains to be said. His voice is low and rapid, and his big, powerful hands are constantly moving upon the desk before him. Lord Northcliffe does not indulge in hesitating speculations or vague conjectures. He either knows or he doesn't, and if he doesn't, he isn't afraid to say so. Usually he knows. To

this picture of him, incidentally, must be added a constant background of secretaries and other people moving in and out, half of them in uniform, and with the visitor's own particular cicerone standing at his elbow waiting somewhat impatiently to whisk him away and bring in the next caller. Any interviewer who has successfully pursued a train of thought under these circumstances is fully qualified to go into the den of tigers in the Zoo, sit down among them, and compose an epic poem! Incidentally, the task was made easier in this case by the fact that Lord Northcliffe has long known and read **PRINTERS' INK**, and has

written for its pages in the past.

The reader must not infer from the statement with which this article opens, that Lord Northcliffe views the present course of events pessimistically. Just the opposite is true. However, he is so keenly alert to the necessities of the moment, to the essential need which exists for every last ounce of the nation's strength to be thrown into the struggle to smash the Hun, that he is naturally impatient with those who complain that the mobilization of the nation's strength for war is treading on the toes of their private enterprises.

"The question is not whether this or that personal business is to be protected in the enjoyment of its prosperity," his Lordship snapped out. "The question is, are you going to smash the Germans or are they going to smash you? War is not a children's game; it is a life and death matter. In wartime, your only question should be, how can I

help the government, not how can I keep the government from interfering with my daily routine?"

Lord Northcliffe, of course, intends no criticism of the way in which our people—or even a part of them—are conducting the war. He is an accredited representative of an Ally power, and such a course would be impossible for him. Also, he is a diplomat by personal inclination, even though he is probably the only one of his kind in captivity. In his interview with me for **PRINTERS' INK**, he answered questions about American conditions by commenting instead upon the situation in Great Britain, both in the early stages of the war and at the present



© Underwood & Underwood, N. Y.
LORD NORTHCLIFFE

INVESTIGATION *that Safeguards* APPROPRIATIONS

San Francisco has five daily newspapers.

In planning a San Francisco campaign, which ones would you select?

If you used one, *which one?*

If two papers were needed, would you include the one that you would use by itself? Or would a different paper in combination with another be better?

The Research Department of our San Francisco office has just completed what is perhaps the most thorough and comprehensive investigation-study ever made of San Francisco newspapers.

The data has been carefully and accurately tabulated. It is now on file in all of our offices.

Advertisers interested in the San Francisco newspaper situation are privileged to examine the report without incurring any obligation whatsoever.

Our offices at the eastern and western borders of the United States, in the central west, and in Canada, serve to *nationalize* our organization geographically. They give us intimate contact with the *entire country*, and enable us to serve our clients to *their* best advantage.

*Our book, "Advertising Service," will
be sent to interested parties on request*

THE H. K. McCANN COMPANY

61 Broadway, New York City

Cleveland

Toronto

IN SAN FRANCISCO

461 Market Street

time, and it was these comments which illuminated most clearly the duties and obligations of our industrial leaders in helping to win the greatest struggle of all history.

THE PROGRESS WE ARE MAKING

"No one can doubt that on the whole American business men are getting their shoulders to the wheel splendidly," he said. "The volunteer organizations at Washington, serving for the most part without compensation, and often in the face of bitter criticism from political sources, are a sufficient answer to the charge that your commercial leaders are not awake to what the war means. It may be that some of the American people are not yet fully conscious of what a terrible thing war is, and how completely we must alter our lives if we are to win this one and, if possible, stamp out war for all time; but luckily your government and the leaders of your industries do have that realization and are going ahead to do the things which must be done.

"In England the people did not awaken to the meaning of the war for fifteen long months; and in the meantime our government unfortunately followed the popular sentiment instead of going ahead with the necessary reorganization. That was why some of us who realized the peril of the situation were forced to take into our own hands the task of bringing the government and the people to their senses. England is thoroughly awake now, and she will not sleep again."

Incidentally, Lord Northcliffe remarked that American business men who feel aggrieved because their ideas are somewhat coldly received in official quarters are really getting off much more lightly than their British brethren did under similar circumstances. In the first months of the war, the British military authorities rejected absolutely all assistance, from whatever quarter. For instance, they repulsed the suggestion of the cotton men that the government buy up the entire American cotton crop for three years, and by this refusal they made possible

the leakage of a large amount into Germany where it was used for making explosives and may have helped prolong the war. Against the unanimous advice of practically all Englishmen conversant with the situation at Constantinople, the Dardanelles campaign was postponed until an almost certain victory in that quarter was made impossible by the Turkish-German preparations. Repeatedly, civilian advisers urged that steps be taken in Belgium to keep the Germans from mounting their heavy guns on the sea-coast; and the disastrous results of the delay which permitted them to do so are now recognized. Though he did not refer to them, the Mesopotamian muddle and the famous "Tragedy of the Shells," in the latter of which it is not too much to say that Lord Northcliffe's own interference saved the situation for the Allies, might well be added to this list.

However, while it is still somewhat early to render judgment, Lord Northcliffe believes it is fairly certain that in this country the government has already grasped the idea that the ranks of private business hold a good many men whose assistance is worth having.

WHAT ABOUT "LUXURY GOODS?"

Lord Northcliffe's views on the moot question of whether production of luxury goods should stop in wartime are interesting. "We found in England that 'Business as Usual' was a mistake," he remarked. "Wartime business is decidedly abnormal, and the sooner you recognize that fact, the better. The production of luxuries in Great Britain has not entirely stopped, though it is considerably curtailed. For instance, a number of automobile factories, formerly making pleasure cars, are now making army trucks and aeroplanes. After all, what difference does it make to a manufacturer whether he produces automobiles for private consumption or for war work?

"In general, the tendency is for the production and sale of luxuries which have also some practical use, and which are not sheer



THE
OF THE EARTH
THE SUBSCRIBERS
TO NEEDLECRAFT
OVER ONE MILLION
OF THEM

waste. Of course, luxuries which were already made when the war started are better sold than lying in the shops. Keeping money in a state of active circulation is desirable, even though we also want everyone who can do so to invest all he can spare in the government loans.

"The most unexpected development of the war was the sudden prosperity of the working class. Everyone thought that the poor would be very hard hit, and a 'Prince of Wales' fund of a million pounds was raised to help them out. It was not needed. The poor have had high wages, ready employment, and prosperity. As a result, they have been buying pianos, expensive furs, and other luxury goods. To an extent, they have taken the place of the former luxury buyers in the upper classes.

"The government has definitely encouraged one type of luxury buying—the high-class, expensive foods. I notice a movement of this sort getting under way here in America. The idea is of course that those who can afford the more expensive delicacies should buy them and thus leave a greater quantity of cheaper foods for those who can afford to purchase nothing else."

"There is also a big business in expensive foods bought to be sent to the men at the front. All the high-quality shops put up hampers of delicacies selected to please a soldierly palate, and undertake delivery to France for the purchaser. Thousands of such hampers are bought every week. In some cases they are ordered directly by men at the front."

NO FEARS FOR TIME WHEN ARMIES WILL BE DISBANDED

The question of reconstructing markets after the close of the war is not, in Lord Northcliffe's opinion, one to be viewed with apprehension. There will be so much work needing to be done that it will not be a question of how to find a market for the goods made, but how to get goods made fast enough to fill the demand.

"Disbanding the army at the

close of the war will be a slow process," he remarked. "It will be at least a year after peace is declared before the last troops are returned to civil life, and there will be little disturbance of the social structure in so gradual a step. Factories are, after all, surprisingly adaptable. Machines which are making war supplies now will not be hard to turn to peace channels. The government will take an active hand in finding places for the soldiers in the civil scheme of things and will itself be a tremendous purchaser of supplies needed in the work of reconstruction. England has in fact an official Reconstruction Department at work now on these after-the-war problems.

"It is foolish to suppose that the soldiers who have spent years at the front, living a man's life out in the open with the thrill of mortal danger in it, and knowing the pleasure of comradeships with men whom they have seen tested when the air swarmed with bullets, will be willing to return tamely to doing such 'womanish work' as clerking in department stores, acting as flunkies, or doing purely routine tasks in offices. The returned soldier will want a man's-size job, and we're going to see to it that he gets one. In England companies are being formed to buy agricultural land belonging to the great estates and sell this land in small parcels of a few acres to soldiers on the instalment plan, taking back a mortgage to secure the investment. A similar plan will be used in Canada. Army transport vessels can be kept in service to bring the soldiers overseas.

"The apprehension which is sometimes expressed as to the 'woman problem' after the war is not, I think, well founded. It is argued that the women naturally will not want to give up to returning soldiers the positions they have taken up in commerce and industry while the men have been away, and that trouble will therefore ensue. I do not agree. So much will need to be done that with intelligent government supervision there should be plenty

Over seventy thousand net on week days, and over eighty thousand net on Sundays, is a circulation well worth fifteen cents flat—if it is home circulation.

Such is the proposition of the Standard Union, Brooklyn's favorite home newspaper.

of work for all. Also, there are very many women usefully employed today who are working for patriotic motives, and who will be glad to stop and return to the care of their homes when the country no longer needs them. In any event, the more people you have employed, the greater the national income; hence, the greater the consumption of goods and the consequent demand on production.

"Some British manufacturers are protecting themselves in regard to the after-the-war market by continuous advertising, even though they have no goods to sell. This is certainly a sound business policy. I believe there will be work enough for everybody—if we win. In building alone there will be employment for vast numbers of men and great quantities of materials. At present, no one is allowed to spend more than a small sum on building without a permit, and that is granted only when it is shown that the proposed building is vitally necessary. Even repairs are not permitted unless they are really needed."

During the war, many types of industry in England have been partly or entirely socialized. Whether these will be restored to private control after peace comes is an interesting question.

"In a good many cases, government control will undoubtedly be continued," his Lordship admitted. "However, industries which were efficiently managed under private control before the war will doubtless go back to their owners. For instance, English railways were, on the whole, well and efficiently handled before the war by the railway companies, and will doubtless go back to them at the conclusion of hostilities. Their greatest weakness, in ante-bellum days, was in their handling of freight, and the government has taught them a lesson of expedition and foresight during the war conditions of complete government control, which they will not soon forget."

When Lord Northcliffe feels that he has given you as much of his time as you deserve, he deftly

presents you with an autographed copy of his book, "At the War," as a sort of signal that the time has come for you to depart. He gave the writer one. Very well written it is, too, in a downright, honest English fashion, full of good description, and with frequent interlardings of editorial opinion, such as no American journalist would permit a reporter to include in a "story," even if it were a piece of war-correspondence. However, if Lord Northcliffe wants to editorialize when he plays reporter, you will have to admit that he has earned the right to do so.

As I rose to go, his Lordship gave me this final message for the business men who read PRINTERS' INK: "This war can only be won as it must be won, by going at the job of winning it *hard*. The man who hesitates over a question of personal profit or personal inconvenience is simply helping the Germans by so doing. If we get in and help to put the thing through, the after-war problems will, as I said, largely take care of themselves. While the war is on, it is the only real business that any of us have, and we must subordinate everything else to it. Smash the Germans first, and then talk about what's to be done next."

M. Martin & Co. New Advertisers

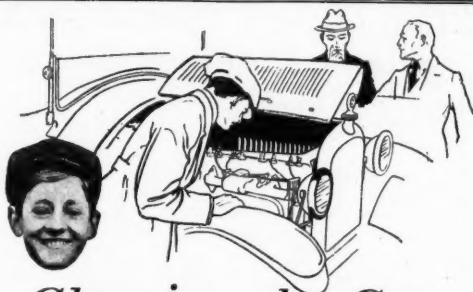
M. Martin & Co., New York, manufacturers of women's undergarments, will enter the national advertising field this fall for the first time. Women's publications will be used. A trade-character, "Miss Phoebe Plume," will appear in the advertising as sponsor for Plume Brand undergarments.

L. S. Goldsmith has been placed in charge of the advertising.

J. E. Dumars With "New Republic"

J. E. Dumars has joined the advertising staff of the *New Republic*. He has been associated in the past with the *People's Home Journal*, *Women's World* and *Ladies' World*.

The Estate Stove Company, Hamilton, Ohio, has placed its farm-paper advertising in charge of the Taylor-Critchfield-Clague Company, Chicago.



Choosing the Car

PRACTICALLY any boy of fifteen can tell you the make of every automobile that goes down the street.

His knowledge of motor cars is astonishing, and he is constantly adding to it.

225,000 boys take "The American Boy" and over 500,000 read it. Their average age is 15½ to 16 years. "Where there's a boy there's a family"—and in this case a family that pays \$1.50 a year for "the biggest, brightest, best magazine for boys in all the world." Such a family has been established long enough to be in comfortable circumstances, owns its own home and is the best sort of a motor-car prospect.

By sheer mechanical knowledge, these boys are a powerful factor in influencing and determining which car the family shall buy. In proof—ask any dealer!

Inquiry shows that the cars which predominate in American Boy families are those that have been consistently advertised in

The American Boy

"Where There's A Boy, There's A Family"

THE SPRAGUE PUBLISHING COMPANY

EASTERN OFFICE
E. S. MURPHY, Manager
186 Fifth Avenue
NEW YORK CITY, NEW YORK

J. COTNER, Jr., Sec'y-Treas.
DETROIT, MICHIGAN

WESTERN OFFICE
J. P. ARRENS, Jr., Manager
1212 Lytton Building
CHICAGO, ILLINOIS

Addition of New Specialties Makes Staple Products Move

Year-Old Specialty Business Puts Crew Levick Products in Hands of More Than a Thousand Jobbers

THE Crew Levick Company, of Philadelphia, an oil refinery, has just added to its sales list a type of refractor for electric lights, and a new style of anti-skid chain. These new products have nothing whatever to do with oils, gasoline or grease, but they have a great deal to do with automobiles, and back of this connection lies the story of how a manufacturer established a business of specialties as a distribu-

About the hardest nut in the world for a salesman to crack is the dealer who is handling the staple line of a competitor who is giving him good service and a product which, as far as the lay mind is concerned, is identical with that of the salesman. It is no easy task to persuade such a dealer to try out the new line or even establish any relations.

In the old days the salesman probably would have had some leeway to open bargaining negotiations, questions of price concessions, discounts or other inducements, but in the light of modern merchandising methods these tactics have come to be regarded as not wholly good for a business in the long run. There is too much back-fire about them.

It was a problem something like this that the Crew Levick Company, of Philadelphia, faced when it entered a campaign about a year ago to expand nationally an already large business in lubricating oils. The company was one of the few refining organizations which successfully withstood the shock of competition with the Standard Oil combination before the dissociation of the latter several years ago. Its business in automobile oils is conducted on the basis of jobber distribution, so rigidly adhered to that when orders are received and filled direct, as they are in many cases in the East for the saving of time, record of the transaction is sent to the jobber, who bills the dealer and takes his percentage as though the order had come through his own salesman. The products are trade-marked.

The company did not feel that a reorganization of its automobile oil business on a direct selling basis could be considered,

(Continued on page 17)



Those groaning spring squeaks are just a warning of coming car-disaster

And even forgetting this, no car can be easy-riding when the springs make themselves heard

Now, convenient, economical GREASE-IN-TUBES make spring adjustment so easy, so efficient that a few minutes' work means well worn springs become strong as the day they were made and keep you car quiet, easy-riding

One tube of spring grease and capacity should be sufficient for an ordinary car or truck. For car trucks and the car service, prepared from day to day, make sure it all the same high quality as the best GREASE-IN-TUBES is used in four seasons. LUBRICATING OILS, MOTOR OILS, GREASE, and other products of the Crew Levick Company, are available in all parts of the country. Write for a free catalog, and you will receive it promptly.

If your dealer cannot supply you, write or direct ordering for name.

DEALERS: The products of this and many other high quality products are available in all parts of the country. Write for a free catalog, and you will receive it promptly.

Crew Levick Co. Long Tube Ref. Philadelphia
The name of America's Best



A PIECE OF CURRENT COPY

tion-accelerator for its staples, and how the specialty business, backed by national advertising, not only has performed this function, at the same time increasing consumer interest in the name of the manufacturer, but also has developed into a most profitable business on its own account, with such a demand on many of its lines that it is pushed to the limit to supply it.



No Change in Subscription Price

The Youth's Companion subscription price was advanced to \$2.00, January, 1911.

Families Who Must Buy

buy in large quantities, and can buy what they want, make up The Companion's nation-wide constituency in places of less than 10,000 population. Just where bumper crops assure prosperity to the largest number.

The Youth's Companion

is read by all the family.

PERRY MASON COMPANY, Publishers, Boston, Mass.

New York Office: 910 Flatiron Building

Chicago Office: 122 South Michigan Boulevard

SAVING CROPS BY MEANS OF BIRD SANCTUARIES

FOUR years ago, when The Journal launched its national campaign for Little Gardens, the insect evil did not loom so large in our consciousness. Now, in the light of national food conservation, it takes on high importance.

As supplementing its Little Gardens crusade, and as a further part of its constructive Government work, THE PEOPLE'S HOME JOURNAL is now enlisting its over 900,000 subscribers in a systematic warfare against the tremendous annual waste brought about by garden and orchard insects. The JOURNAL is solving this problem, and saving this waste, through the most practical and efficient method—the establishment of Bird Sanctuaries. With birds more abundant, the garden enemies disappear and the growing crops become more abundant.

BIRD PROTECTION MEANS CROP PROTECTION

Dr. William T. Hornaday, the eminent naturalist, director of the famous New York Zoological Park, and fearless leader in the fight for the conservation of American wild life, whole-heartedly and enthusiastically endorses THE PEOPLE'S HOME JOURNAL Bird Sanctuary plan. He says:

"In my opinion, your plan for the creation of a great number of small, private Bird Sanctuaries is a stroke of genius. It is by far the best and the most far-reaching plan yet evolved. You and I cannot calculate the amount of good it will accomplish. Go on and keep going!"

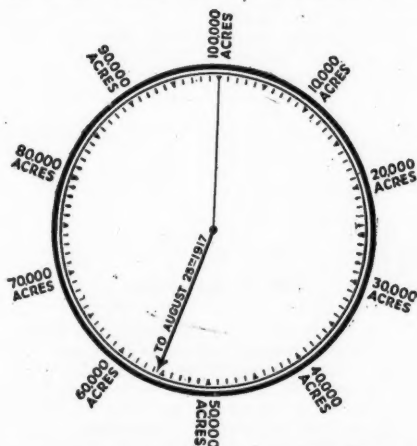
Stanley Arthur Clisby, ornithologist of the State of Louisiana, Department of Conservation, writes us:

"Will you permit me to offer you my congratulations on the formation of your 'Green Meadow Club Bird Sanctuaries' movement? It is one of the best bird protection plans that has come to my notice, and I trust that it will be most successful. There is a great need of more bird sanctuaries and small ones, too. While our vast tracts do and will do a great deal for the preservation of our

own wild birds, I recognize the crying need for more private sanctuaries. The farm wood lot turned over wholly to the birds, the whole farm, an odd acre or two, in the end will do as much good as the great wild life refuges which the State of Louisiana has established."

In every state of the union The JOURNAL subscribers are magnificently responding to the Bird Sanctuary call. From Dakota to Texas, from Maine to Oregon, pledges of land are still pouring in. At the present writing, August 25th, the Sanctuary Dial shows 55,137 acres—an increase of over 23,000 acres since our last showing.

WATCH THE SANCTUARY DIAL



It is worthy of note that The JOURNAL'S campaign for nation-wide bird sanctuaries is attracting the attention of state officials in various sections of the country, with a view of formulating special legislation for the better protection of the song and insect-destroying birds.

THE PEOPLE'S HOME JOURNAL NEW YORK

"A Magazine for Every Member of the Family"

Established 1885



HELP WANTED

Firms which offer their customers the same broad guarantee of satisfactory service or money refunded as The Farm Journal offers its subscribers are invited to correspond with us. Our guarantee not only offers a cash refund to unsatisfied subscribers, but goes further—for we repeat the guarantee prominently in each issue of the paper. We particularly want to get in touch with other manufacturers who repeat their guarantee each time their product is used. Address P. O. Box 1632, Philadelphia.

with the building up of a great sales organization and the training of some 3,000 salesmen, which would have been necessary, in view of the comparatively small margin of jobber profit which would be saved. The good will which had been built up for its trade-mark and goods through national advertising was considered ample protection against any upset of sales work which occasionally comes to the firm that does not handle its own sales.

Sales were increasing, and there was every indication that they would continue to do so—but the company was looking for an accelerator, something with which the 'jobbers' men could buck that deadening reply, on attempting to open a new account:

"No, I buy Blank's oils. They give me as good deliveries and prices as you can, and I've never had a complaint on them. Why should I switch my business just to please you?"

Some product of more appeal than just plain good oil and grease, was necessary on which to open business relations with the dealer.

THE GENESIS OF THE SPECIALTY DEPARTMENT

The company turned to the expedient of putting up grease in tubes from which the car owner who had some regard for the condition of his hands could squeeze it into the transmission and gear cases, and the grease cups.

And so, just about a year ago, a sausage-filling machine was purchased to fill the first experimental tubes, and shortly after, with the development of proper machinery, the Crew Levick Grease-in-Tubes made its appearance on the market. From this beginning the company has built up a specialty department, designed principally as an aid in opening new accounts for oil and gasoline, but which has developed so rapidly and profitably on its own account, that to-day its specialties have wandered far afield from their oil relations, and are bounded only by their application to the automobile, as, for instance, "Frac-

tors," for headlights, ordinary cloths in convenient packages, and of convenient size for wiping the automobile and the hands of its owner, anti-skid chains, and so forth.

The putting out of products dissociated from petroleum products in all save their applicability to the automobile was not at first part of the plan, but it was a natural development from entering the field of motorcar supplies, specialties and accessories, when entrance to that field had shown its ease and possibilities of cultivation in connection with the regular business of the company.

The introduction of Grease-In-Tubes was made easier by the advertising which the company had done previously, both the new product and the advertising itself benefiting, the latter by the increased attention value of copy and illustration of the "Lincoln Highway Kit," comprising tubes for the grease cups, tubes for spring grease, and tubes with the proper grade of grease for the gears. Care was taken in the preparation of all this copy, which showed the action of applying the grease to the various parts of the automobile, to link the specialty with the company's fifty-five years in business, and the standard of its goods that are sold in bulk.

About nine months ago the company added to its specialty department "Mistokleen," a liquid used to clean the automobile by spraying it on, and then wiping off the surfaces. With this was featured the "Mistokloths" as "soft, scratchless, and ready cut, to make cleaning and polishing easier and better."

Following this there was added to the line a tire seal, for the quick and easy and effective plugging of punctures without the removal of the tire from the wheel. This was a product, says Louis Tissot, the advertising manager, which it took a good bit of courage to put out, for a number of preparations to be poured into tubes to stop punctures had been put on the market which did not give unalloyed satisfaction, and

there had been developed among automobile owners a prejudice against them. The company, however, did not hesitate to back this new line with its trade-mark, reputation and advertising, after tests which convinced it the product was "right."

The advertising policy adopted by the company since the establishment of this specialty department is that of hooking up all its products for the automobile, staples and specialties, in every advertisement, with emphasis on some one of the specialties, the latter being chosen according to timeliness. Mistokleen, for instance, is advertised to the dealer in the early spring, and quite heavily to the owner in the late spring, in anticipation of dusty summer riding. Unit chains, according to present plans, will be advertised more heavily this fall, in preparation for slippery winter conditions—that is, if a large enough production can be arranged. At present, says Mr. Tissot, the company is being pushed very hard to take care of its orders on this specialty.

As an indication of what these specialties are doing in driving in the wedge of sales relationship with new dealers, the purpose for which they were originally adopted by the company, Mr. Tissot says:

"We have, for instance, opened through jobbers approximately 800 new accounts in the last few months for Fractors. This means dealers to whom they had never been able to sell any of our products before. And our experience makes us confident that sooner or later we are going to sell our staple oils and greases to at least fifty per cent of these.

"There are many angles to the specialties which make them easier to introduce than the staples, despite the fact that we have vigorous competition on nearly all of them. For one thing their virtues are the kind which are apparent to the layman on inspection, where the quality of oil would be apparent to the chemist only on analysis, and to the layman only after having taken what he might consider a chance on

using a product new to him.

"An effective method is for the salesman to go first to a garage, and by the demonstration of his specialties, get a number of orders from car owners, then equipped with these walk in and 'hit the dealer between the eyes,' turning the orders right over to him. Then we have the dealer as our friend. It does not matter so much if he does not buy a quantity of oil right away. We have established ourselves with him, and there is a point of contact which sooner or later the salesman will expand. Finally, with the dealer's orders, we go to the jobber and gain his friendship and business by turning them over to him.

"We have, in the one year our specialty department has been running, obtained distribution through more than 1,000 jobbers on our various lines. We are feeling the acceleration in staple sales heavily, but regard this as only a beginning, and a sample of what is to come."

Speeches in Movies Advertise War

Through four-minute speeches during the intermissions at motion picture theatres, the "Four Minute Men," a division of the Committee on Public Information at Washington, is endeavoring to give to the public authoritative information which is deemed necessary to the formation of sound judgment on matters relating to the war as the Government sees them.

Five thousand volunteer speakers have been enrolled in the organization as "Four Minute Men." They are delivering addresses in the motion picture theatres of eight hundred cities and are represented in forty-two states. There are many important places, however, where the work is not yet established.

The organization is now preparing a series of speakers' bulletins, the object of which is to give speech material which thousands of speakers can, if they choose, say over again as their own. The director of the "Four Minute Men" is Wm. McCormick Blair.

Stanley Field Red Cross Purchasing Agent

Stanley Field, vice-president of Marshall Field & Company, Chicago, and nephew of the founder of the concern has been appointed chief purchasing agent of the American Red Cross.

Selling the Hard Nut Prospect

Concentrated Effort Is Needed, But It Is Well Worth While

By Charles Kaye

DO not cast curses on the head of the Hard Nut. He probably does not believe in switching too often. Like a wise merchant, once he chooses to market a brand he sticks to it. He is a good local representative to have, and should you entice him into the fold, it will be just as difficult for the other fellow to lure him away.

A manufacturer of kitchen utensils discovered that his salesmen were skipping the Hard Nuts. It was too easy to land the average dealer, and those who had not previously carried similar lines. But when the salesmen called on a Hard Nut and received two or three abrupt turn-downs, they packed their grips and silently departed to fields afresh and pastures new. They followed that well-known route known as the line of least resistance.

Nevertheless, it was imperative to land the Hard Nuts. Otherwise the manufacturer's distribution would not be representative of the better type of merchant. Customers and prospects would associate his line with the second-raters. So a somewhat novel plan was adopted. The sales manager selected twelve Hard-Nut towns in each territory, and told his men that during the winter buying season they were not to bother very much about the ordinary prospect, but concentrate their efforts upon these chosen few. He called them "The Devil's Dozen," got up a catchy contest, and put lots of spirit and enthusiasm into the campaign.

This, of course, was not enough. These prospects had been approached before and knew the comparative advantages of the manufacturer's brand, and the brand they already sold. So it was necessary to make somewhat of a novel appeal. This was done not so much by selling the advantages of the new line as by selling

the market possibilities. Few merchants really appreciate their business opportunities right at home. They are always willing to listen to someone who comes with a vital message that does not bear the taint of selfishness. When the representatives came around the next time with some real marketing facts the merchants were glad to spend some extra time with them.

SUGGESTIONS FOR INCREASING SALES THAT DEALERS LIKE

There are lots of interesting statistics going to waste which if interpreted in the proper manner can be transformed into vital selling arguments. This manufacturer, for instance, made a trade survey of the Devil's Dozen, securing his data from the commercial organizations (a list of which can be obtained from the Government on payment of fifteen cents), town clerks, mayors, and newspapers. The information naturally related specifically to the market possibilities for his product, but as a suggestion to others who may find the experience of this manufacturer valuable, I am giving a list of some general facts which can be obtained from almost any town above 10,000 population.

- Geographical location
- Area
- Trading radius
- Weather bureau statistics
- Educational institutions
- Financial institutions
- Bank deposits
- Bank clearings
- Miles of paved streets
- Number of homes constructed
- Percentage of foreign element
- Taxation
- Birth and death rate
- Labor conditions
- Churches, clubs, amusements, etc.

One of the purposes of these commercial clubs is to help develop their communities, and they welcome the opportunity to give you any information that may indirectly benefit their city's commerce or industry. Very interest-

ing facts may also be obtained from the United States Census. From this collection of data some valuable conclusions and selling arguments can be presented in such manner to show the merchant why he should carry a bigger stock or how his selling proposition should be adjusted better to the needs of his community, etc. They can show why your particular brand of merchandise is best fitted for local conditions.

The other day I was talking with a friend of mine regarding trade investigations. "Oh," he said, "they look very pretty on paper, but that's about all. I've got a whole drawer full of research dope, but never use it. There seems to be an epidemic of investigations just now."

It is in just such cases as appealing to your most obstinate Hard Nut prospects that this information can be used to the greatest advantage. It not only shows a merchant the neglected details in his town, but unconsciously impresses him with the fact that if you know so much more about local conditions you must also be sure that your merchandise is suited for the demands of the populace.

A salesman often gets into the habit of calling on a merchant in the conventional way whether it is in the middle of the merchant's rush hour or not. This should never be done with Hard Nuts. When the merchant is too busy and asks you to call later, the value of the first impression is lost. Far better to make a definite appointment and invite him to the hotel where a clever sales demonstration can be staged.

A prominent paint and varnish manufacturer developed what he calls his "White Hope Trunk." This is too cumbersome for the average representative to carry with him, but is used in landing special trade. In it are neatly arranged trays containing actual samples of advertising features, as well as raw materials used in the manufacture of paint and varnish, such as white lead, samples of

flaxseed, linseed oil, varnish gums, colors, etc. In this manner the salesman is able to trace the manufacture of his product from the crude beginning to the finished article. Liquid samples are also included, with brushes, etc., for comparative tests. A moving-picture film takes the dealer in behind the scenes at the factory. In the sales demonstration everything is arranged in logical and dramatic sequence. A blackboard or chart is used in which local conditions are emphasized and the application of the manufacturer's business plans to the merchant's every-day needs emphasized in forceful way.

Before the day set for the sales demonstration two or three salesmen round up the painters and perhaps conduct a miniature convention for the purpose of getting the painters favorable to the manufacturer's line. When the merchant chats over it with his painter customers they will give it a boost. At the same time a canvass is made of the property owners, home builders, etc., and actual orders solicited at retail prices, so that when the merchant is comfortably seated at the room in the hotel the sales manager can flash real business under his nose and explain that in the event of the merchant tying up with the line he will be credited with the difference between wholesale and retail prices. Actual magazine inquiries—not mere lists of names—from the town are used in similar manner.

Selling the Hard Nut prospect is chiefly a matter of concentration. Because he is a tough customer he is worth having, and his sales will probably warrant what additional expense is involved in making a survey of trade conditions and staging a more or less elaborate demonstration. But in the end you will find it decidedly profitable, for if you figure the time and energy lost in vain effort when presenting the usual commonplace proposition it will more than counterbalance the additional expense of staging something more spectacular.

"Most of Our Equipment and Machinery Has Been Bought from the Pages of This Publication"

An engineer, who is the general manager of one of the largest industrial plants in its line, was recently visited by a party of business men who inspected the plant.

Adjoining the General Manager's office is a fully equipped experimental laboratory. Indicating the laboratory the G. M. said, "These, gentlemen, are my tools."

On his desk lay a copy of one of the McGraw-Hill Publications. Pointing to this, one of the party asked, "Is this also one of your tools?"

"Most emphatically, yes, sir," replied the G. M. "Most of the equipment and machinery with which this plant is furnished and operated has been bought through the information conveyed in that paper."

And it is a thundering big plant.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

<i>Power</i>	<i>Coal Age</i>	<i>The Contractor</i>
<i>Electrical World</i>	<i>American Machinist</i>	<i>Engineering News-Record</i>
<i>Electric Railway Journal</i>		<i>Electrical Merchandising</i>
<i>Engineering and Mining Journal</i>	<i>Metallurgical and Chemical Engineering</i>	

All Members of Audit Bureau of Circulations

Space Buyers Overlook

For **16** Consecutive
Months



For **12** Consecutive
Months



For **8** Consecutive
Months



Daily Average Net Paid Circulation for July

110,433

More than 85% St. Louis and Suburban

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago
People's Gas Bldg.

Philadelphia
Mutual Life Bldg.

New York
Fifth Ave. Bldg.

Should Not k This One

THE ST. LOUIS STAR has shown a Gain in Total Paid Advertising over the same month of the previous year. Every other St. Louis newspaper—Morning and Evening, Daily and Sunday, has shown periodical losses while The Star has been rolling up gains upon gains, month by month.

THE ST. LOUIS STAR has carried more Local Display Advertising—week days—than the Globe-Democrat, the Republic or the Times.

THE ST. LOUIS STAR has Guaranteed a Greater net paid bona fide circulation than that of the Globe-Democrat, the Republic or the Times in St. Louis and its trading territory designated by Audit Bureau of Circulations.

New Foreign Rates Effective October 1, 1917

Contracts (not reservations) acceptable at present
rates up to September 30, 1917.

ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Buying Paper Is a Business In Itself

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

Continental-Commercial Nat'l
Bank Building

NEW YORK

Fifth Avenue Building
200 Fifth Ave.

St. Louis Minneapolis Buffalo Philadelphia Milwaukee Detroit

The Copy Style That Fits the Proposition

Good Writing That Is Not Mere Random Cleverness

By Charles Stirrup

COPY-WRITERS who read with feelings compounded of admiration and despair the work of the stars in their profession can take courage from the fact that the highest ability is more a matter of learning and trying than of mental endowment. Examination of the work of any successful writer reveals qualities which, though rare, are for the most part acquired. Shakespeare himself must have studied his art with tireless diligence and patience and in that way have learned skill in its practice. He developed, among other things, ease of expression, originality in sentence making, judgment of values, and power of rhetorical imagery, just as has every other man, past or present, who has appealed to the imagination or won the interest of large numbers of people.

The fault of much copy that fails to impress is its poverty of expression. There is little or nothing in it that is not hopelessly commonplace. It may be grammatical and clear in meaning, but it lacks that distinction and attractiveness which can be given by even a sprinkling of sentences that are happily worded, especially if that be in a manner that is unusual without being eccentric and imaginative without being nonsensical. The introduction of a little imagery or a phrase or two that is gracefully fanciful can embellish a piece of copy that otherwise would be as dull as ditchwater. The same everyday thought, circumstance, or even trivial incident can be clothed in words that are either literary rags and tatters or cloth of gold.

Here are two examples in point: "The man carried his walking stick with a flourish." That is description without merit. But when Pope wrote of the dandy who was "justly vain" of his

"nice conduct of a clouded cane" he gave in six words an imperishable glimpse of the mincing manners of the 18th century. Were the writer of an account of the wickedness of a great city to say that "dissipated men go out at night and become intoxicated and disorderly" he would make poor use of an opportunity which, though apparently limited, Milton turned into a sentence of remarkable power. "When night darkens the streets," wrote the blind poet of infinite vision, "then wander forth the sons of Belial, flown with insolence and wine." That grips the imagination.

COPY SHOULD "OBSERVE THE OCCASION"

The Miltonic style, however, is suggestive to ordinary mortals rather than usable by them. It belongs to the peaks, but few writers can climb far out of the valleys. And in any case, copy never should fail to "observe the occasion." It should be strictly appropriate to the subject. The words, the spirit, the simile—all are to be in keeping. Almost every second line of Shakespeare is a superb but unapproachable object lesson. In likening his native country to a "little body with a mighty heart" he said everything that patriotism could inspire. Lincoln developed great power of framing suitable figurative illustrations. In one of his early speeches he said of the men who fought and won the Revolutionary War: "They were a fortress of strength; but what the invading foemen could never do, the silent artillery of time has done,—the leveling of its walls." That careful choice of words used descriptively must have given his hearers, as it gives us, a wider and nobler sense of those heroic figures and their passing.

It is not only the great occasion that provides a good opportunity to be effective. The simile is always available to give point and interest. Here is a simple example. Thackeray wrote of Marlborough: "Our Duke was as calm at the mouth of the cannon as at the door of a drawing-room." The unimaginative copy-writer would have thought of nothing better than "Marlborough was calm at the mouth of the cannon," which is vastly inferior. When similes are brought into close relationship in an additional phrase the effect is still happier. Consider this, from Addison: "Women are armed with fans as men with swords, and sometimes do more execution with them."

Often a sentence, a plain statement of fact, complete in itself though it may be, requires some imaginative comparison to bring out the full force and interest of its meaning. When Emerson wrote that "Nature is an endless combination and repetition of a very few laws" his literary instinct told him that something more was desirable, therefore he added: "She hums the old well-known air through innumerable variations."

That sort of thing should not be attempted too often. The effect would be tiresome even when the literary craftsmanship was efficient and the thoughts were good. But sometimes the subject practically demands descriptive treatment if justice is to be rendered to it, which, of course, depends upon the writer. When it is done well it is splendidly effective. Take this powerful passage, for instance, written by James Huneker: "Ibsen exalts strength . . . the lungs drink in with difficulty the buffeting breezes on his heights. . . . He pushed resolutely into the mist that surrounded the human soul, his Diogenes lantern glimmering, his brave, lonely heart undaunted by the silence and the solitude." Admirable in itself, that is also in keeping with the intellectual force and serious purpose of the Norwegian dramatist's work.

Another form of description, one that can be used with pleasing effect by the practiced writer, is known as semi-personification. This is familiar to the readers of Dickens, who employed it frequently, often at great length. It is the trick of writing that is well illustrated by the author of "Pickwick," where he tells us that a wind banged the door in Mr. Pickwick's face, whereupon that gentleman tumbled down his front-door steps. The wind was most disturbing. "The slighter branches of the trees cracked and rattled as they moved, in skeleton dances, to its moaning music. The withering leaves, no longer quiet, hurried to and fro in search of shelter from its chill pursuit," and so on for a number of paragraphs. Wind, branches, leaves are given human attributes and in that way effect is gained.

A point of importance that should never be forgotten by the copy-writer, especially if he has to convey his message in a few words, is to find the right point of emphasis, which has been said to exist in every sentence. "The wages of sin is death." The point of emphasis there is clearly the last word. It would, of course, be strictly correct to make "death" the first word, but much less impressive. There is no rule to guide the writer in this matter. It is just a case of searching in the mind for the point in question and in this the judgment is sharpened by practice.

THE DANGER OF TOO MUCH CLEVERNESS

The risk of becoming "too clever by half" in striving to give color, charm, strength, or distinction to copy is very real and always nearby. And it is not an easy matter to guard against this danger, for, as a rule, a writer is either an indifferent or a bad judge of his own work. But Dr. Johnson's advice to the literary aspirant who ventured, with due humility, to solicit it has its appallingly direct application. "Sir," said the great man in effect, for I quote from memory, "read with

care everything you write and when you come upon a passage that seems in your judgment to be remarkably brilliant, *strike it out.*" It is to be hoped that Johnson did not intend this to be taken literally, but rather as counsel of uncompromising criticism of one's own work. We can derive some reassurance from the reflection that it was the same oracle who said that a man may write at any time if he will set himself doggedly to it.

Another danger confronting the writer who, determined to get away from the beaten track, develops a style or form of construction that he hopes will appeal through its novelty, is that of distracting the reader's attention from the subject presented. Most of George Meredith's novels are written with such sparkling brilliance, they abound with such dazzling literary pyrotechnics, that the amazed and often-puzzled reader constantly finds his interest straying from the story. Mere-

dith's remarkable genius never earned him a large reading public. Had he applied his methods to advertisement writing he would have failed utterly from the selling viewpoint, for he would have hidden the thing advertised under the cleverness of his manner of presenting it. That is a fatal mistake. The history of advertising contains many such. Sunny Jim set the whole world talking—about Sunny Jim, not the food that raised him.

A new and distinctive style is successful only if it be natural, sensible, and without obvious straining after effect. Elbert Hubbard hit on a method that gave the happiest combination of brilliance in manner and interest in matter. Arthur Brisbane's success is a triumph of the power to convince evolved on striking lines. But the imitators of Hubbard and Brisbane who have tried to "go one better" have in only too many cases failed to do more than make themselves ridiculous.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

The writer who has developed "something different" that is being justified by results cannot be too conservative in his handling of it. Many an able man has lost all sense of proportion in attempting to improve a good thing of his own, and in that way has gone down to disaster. Some years ago a certain English journalist of unusual power and popularity carried to the point of absurdity a style that in its earlier form had won for him an enviable reputation. A characteristic passage that I have in mind was somewhat as follows:

"This House—this House of Lords—defies the will of the people. The will of the British people is flouted by the British House of Lords. What must the people do? They must sweep away the House that defies them—the House of Lords. Sweep it away. The aristocratic House of Lords; the reactionary, undemocratic, antiquated House of Lords. It must be swept away. Away with the Lords."

Repetition has its value when used with discretion, but when carried to its utmost limits becomes an object of jest and, like all other similar extravagances, obscures the innate merits of the proposition.

UNNECESSARY TO HAVE GOOD COPY LONG

The interest, distinction, charm and power that can be put into advertising copy is most effective when it combines originality with common sense, literary strength with human appeal. The exigency of space or the advisability of brevity is no bar whatever to the alliance of rhetoric with good selling argument; indeed, some of the best advertising matter now being printed is sparingly worded. A simple but admirable piece of writing is an advertisement of the Kodak Company:

*There's winter sport, too—in a
KODAK*

Outdoors with skates and skis and coasting, when the trees are snow laden and great drifts tell the tale of last night's storm, there are pictures well worth taking.

And indoors there are group pictures and home portraits, by daylight or flashlight; and in the long winter evenings, when rain and sleet make the outdoors impossible, there's good fun in developing and printing. Every step is simple by the Kodak System.

Almost anyone, in addition to the sportsman and the snap-shot fiend, who sees that advertisement will read it with pleasure. It has human appeal and is picturesquely descriptive. In the fewest words possible it conjures visions of glowing pleasure and quiet happiness and intimates convincingly how each can be largely increased. *Pictures* (i. e., the selling point) of the greatest personal interest are most skilfully interwoven with thoughts of wholesome joy. The advertisement as a whole brings home to the man who does not possess a camera some realization of what he is missing, which must be precisely what the copy-writer tried to do.

Advertisements published by the Gorham Company create an atmosphere that is strongly appropriate to the nature of that firm's business. In one of them, headed "The Things That Endure," the reason why antiques are generally preferred to modern articles is indicated in choice words, and then comes this:

"The Gorham silverware which you buy to-day for your home will grow into your life like a habit, minister to the present and memorialize the past, and it will not fade like old books, nor wear out like old furniture, and it will survive old friends."

That paragraph expresses thoughts that will appeal to people of refinement who appreciate the styles of the great bygone craftsmen. It suggests to well-to-do readers that perhaps there is wanting in their homes something betokening cultivated tastes, something of rare and permanent charm and value that the Gorham Company understands and can provide.

An instance of adding to the strength and distinction of copy by means of a terse, judicious observation is provided by an opening paragraph in one of the

Cold Facts vs. Warm Promises

IT has always been the Plain Dealer's policy to give the advertiser more than he expects. This applies both to circulation and results. **Cold facts** are the basis of every statement made by the Plain Dealer.

Daily Circulation Exceeds

150,000

The Cleveland Plain Dealer covers a rich territory in which conditions were never more favorable than right now.

Plain Dealer readers are *receptive*; they look upon the Plain Dealer as their *home paper*.

Sunday Circulation Exceeds

200,000

Tell *your* merchandising story to them through the Plain Dealer's advertising columns. What *others* have done, *you* can do—and others have had *big* success from Plain Dealer advertising.

The Plain Dealer

First Newspaper of Cleveland, Sixth City

Western

Advertising Representative:

JOHN GLASS

Peoples Gas Building, Chicago

Eastern

Advertising Representative:

JOHN B. WOODWARD

Times Building, New York

A Musical Record

Buyers of pianos, player pianos and talking machines are generally substantial, home-loving people.

Families like this are apt to read a newspaper that is brought *into* the home at night rather than taken away from the home in the morning.

Such a paper is The Chicago Daily News.

Sellers of musical instruments know this and buy more space in The Daily News six days a week than they buy in any other Chicago newspaper in six days. The figures for musical instrument advertising in Chicago newspapers for the first six months of 1917 are:

	Agate Lines
THE DAILY NEWS.....	156,380
The American.....	117,064
The Tribune.....	116,584
The Examiner.....	68,916
The Herald.....	57,176
The Post.....	38,973
The Journal.....	27,428

This musical record should be interesting to all advertisers wanting to tell their story to Chicago homes.

The Chicago Daily News

"It Covers Chicago"

Member Audit Bureau of Circulations

Ampico advertisements. Consider how much inferior the following would be without the last sentence.

"Until you have heard the Ampico, probably nothing that we can say will convince you that a perfect reproduction of the pianist's art has at last been achieved. Belief waits always upon the evidence of the senses."

Entirely different, but equally good in its way, is this:

"SHAVING STRATEGY"

"Don't try to bluff your beard—trick it. The Williams' Big Stick is a paradox. It's husky to look at, but it yields a lather so soft and gentle that it sneaks in on Mr. Beard unawares and puts him in the discard."

Men who shave are always eager to learn of something that will increase the ease or, if you prefer it, lessen the discomfort of that operation. Soap is a serious problem for the shaver and this copy treats of its most important consideration in an attractive and unusual manner.

Prominent among the cleverest advertising of the time is that of a number of periodicals. One smart-set periodical, for instance, publishes some wonderful copy. The sparkle of the world that amuses itself, and to which the appeal is made, is reflected in the following:

"This publication will act as your passport to popularity. It will teach you how to write vers-libre on your shirt-bosom; how to wear a tiara without a hat-pin; and how to tell a Newport dowager from a sea-lion. In short, it will keep you in touch with everything stimulating, novel, and amusing in the brilliant kaleidoscope of American life."

This is, indeed, the kind of thing that is liked by those who like this kind of thing. He is a dull dog who would not wish to be a subscriber after reading the quoted ad.

It will be observed that each of the examples I have quoted in illustration of two or three of the few points touched upon in this article is strongly characterized by what already emphasized indispen-

sable feature of all sound advertising; the style and atmosphere of the copy fit the proposition. Without that, the cleverest and most striking work is written more or less in vain.

Faith in the Future Helps Make Business Good

In order to observe crops and business conditions at first hand, S. R. McKelvie, publisher of the *Nebraska Farmer*, recently made a 3000-mile automobile trip through Nebraska, Iowa, Illinois, Michigan, Ohio and Indiana. He endorses the crop estimates of the Government which assure increased yields in nearly all branches.

"Agriculturally the country is in fine condition," Mr. McKelvie says. "American farmers have responded to the call and the world will be fed. Finally, these American farmers will be well paid for their patriotism in prices for their products that will make them the richest class of workers in the world."

After visiting fifty leading manufacturers, Mr. McKelvie found that business is good and that there seems to be no reason why it should not continue to be good in the future. Because of the new situation, however, growing out of the fact that the country is at war, there is a vague fear for the future among certain manufacturers. The successful business men, he prophesies, will be those who exhibit a faith in the future by extending their efforts in selling and employ the most efficient methods for taking advantage of the fear and inaction of their competitors.

"I know that when men are afraid to go forward in the customary manner of promoting their business," he continued, "either business is not good or they are afraid of the future, and at the present time the latter is undoubtedly true."

"Therefore I say that the next year or two will show who the really big business men of this country are. They will be the ones who will correctly analyze the outlook for the future and will have the courage to act upon their convictions."

"In my talks with men I found a very general feeling that business 'ought to be good.' With abundant crops and unprecedented prices, and the lessons of prosperity following the entry of Canada into war as a basis for judging what may happen to this country, the average man is inclined to say 'business will be good.' And so undoubtedly it will be for those who have the courage to act upon that belief."

Sales Manager for Louis de Jonge & Co.

Ivoe de Calesta, formerly of the advertising department of the Eastman Kodak Company, has become sales manager of Louis de Jonge & Co., New York.

Large Advertisements Get Soldiers' Comforts

Full-page advertisements appeared in several of the New York dailies last Sunday soliciting contributions for the funds of the Army and Navy Field Comfort Committee. It was the desire of the committee to have the advertisement appear in all the leading papers of the city, but the money to pay for the advertising has to be derived from sources apart from the fund and the number of mediums, consequently, had to be limited. Plans for making the campaign countrywide by soliciting contributions to help pay for the advertising are now being worked out. N. W. Ayer & Son are in charge of the committee's advertising.

The advertisement that appeared Sunday is especially interesting to advertisers in that it features a number of advertised articles that will help to make up the contents of the "Field Comfort Box." Among these are a W. D. C. pipe, Velvet and Duke's Mixture tobacco, Chesterfield and Piedmont cigarettes, Lazell's Dental Cream, Eagle pencil, Listerated Chewing Gum, Repetti's Lime Tablets and Maillard's Chocolate.

The retail value of all the articles to go in the box is \$1.85, but through price concessions from manufacturers the Committee is enabled to send a box to a soldier or soldiers for each one-dollar contribution.

Subscriptions to the "Comfort Box" fund were coming in Monday at an encouraging rate. A feature that appeals to the public is that with each box sent to a member of the Expeditionary Force is enclosed a post-card, addressed to the person who donated the dollar, for the recipient to use in sending back a word of greeting from the Front.

C. E. Leslie Advanced

C. E. Leslie has been appointed advertising manager of the Emerson-Brantingham Implement Company, Rockford, Ill. Since the first of the year he has been assistant in the company's advertising department and before that was with Fairbanks, Morse & Co. and the International Harvester Company.

W. W. Chapin Buys Oakland "Enquirer"

The Oakland, Cal., *Enquirer* has been purchased by W. W. Chapin, formerly of the Chicago *Herald*. He will be publisher and president of the publishing company. C. H. Brockhagen will be advertising manager.

J. B. Kirk With Erickson Co.

J. B. Kirk has been appointed production manager of the Erickson Company, Inc., New York. He has been associated with the Blackman-Ross Company and the Frank Presbrey Company of the same city.

E. A. Mallory & Sons' Dealer Work

GEORGE BATTEN COMPANY, INC.
NEW YORK, Aug. 24, 1917.

Editor of PRINTERS' INK:

In our twenty-four-page advertisement which appeared in your issue of August 9, a reproduction of an advertisement of Mallory Hats was made and in the text accompanying it this sentence appeared: "Every Mallory dealer was supplied with a reproduction of this advertisement, on heavy paper in full colors, for store or window display."

The wording of this paragraph was unfortunate in that it implied that we had prepared this trade work and supplied it to the dealers. It was not our intention to mislead in any way or to rob of the proper credit the splendid work of the Trades Advertising Agency of New York, who conduct for E. A. Mallory & Sons their work in trade papers and a part of their dealer work.

The design reproduced was prepared in collaboration for display purposes, and the color reproductions referred to which were sent out to the trade, were entirely in charge of the Trades Advertising Agency, from whom we would not wish to take one atom of credit.

GEORGE BATTEN COMPANY.

Organize Farmers to Help French Brothers

Leading farm papers are back of a movement to secure assistance from farmers throughout the country in rehabilitating the farmers of France. Under the name of the "Overseas Acre Fund," an organization has been formed to pledge farmers to give the products of an acre of their land, in crops or cash, toward helping the farmers of the French Republic. The working committee in general charge of the fund is composed of Francis C. Stokes, chairman; H. H. Charles, of the Charles Advertising Service; W. F. Therikildson, of W. A. Burpee & Co., and Irvin F. Paschall, of the *Farm Journal*. The National Advisory Committee comprises editors and publishers of farm papers who are in direct touch with conditions in every state and best able to push the project through successfully.

"Photoplay" to Have Film Series

Photoplay Magazine has inaugurated a series of twelve one-reel features to be released once a month, showing stars of the picture world as they are at home, working in the studios, etc. The films will be known as the "Photoplay Magazine Screen Supplement" and will be shown in theatres throughout the country. The co-operation of leading producers has been secured in the project. The proceeds derived from the series of pictures will be donated to the American Red Cross.

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PRINTERS' INK



Magazines that are read like a book

When people pay from 15c to 35c per copy for a magazine, you may be sure they read it

carefully, deliberately and thoroughly

Your Color advertisement in these magazines will have a long life—it will work for you many months after the date of issue.

A Color campaign in these magazines means a smashing *national* campaign.

Perhaps some families will see your ad in *Cosmopolitan* and *Century*, or *Red Book* and *Scribner's*, or *Harper's*, *Review of Reviews* and *System*—

Suppose they do—?

RUGGLES & BRAINARD COLOR SERVICE

(Continued on next page)

PRINTERS' INK



South Bend
The Watch with the Purple Ribbon

South Bend
The Watch with the Purple Ribbon

South Bend
The Watch with the Purple Ribbon

South Bend
The Watch with the Purple Ribbon

South Bend
The Watch with the Purple Ribbon

Successful Experience

"2500 Dealers in 60 Days"—

By merchandising his Color campaign in these magazines, one advertiser opened 2500 accounts with retail dealers in 60 days. When the Color pages appeared the dealers re-ordered and re-ordered!

"160% increase in business during July, August and September!"

Then the smashing Color campaign started in the October magazines! Then further big increases during the Fall and Winter months!

"Over 300 New Dealer Accounts in New York and Philadelphia in 60 Days"

besides new dealers and large consumer demand all over the country.

RUGGLES & BRAINARD,
For the Sale and Production of in

Colorplates and Printing by
American Colortype Company
New York

200 Faw Y

PRINTERS' INK



Such Results Are Natural and Logical

Practically every reader of the magazines *sees* a Color advertisement.

A smashing Color page just naturally compels

Attention and Interest and Action

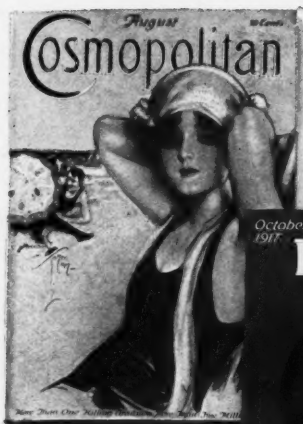
It isn't what you *say* in your advertisement that counts—it's what you can make people *believe* and *remember*.

WILLIAM W. BARNARD, Authorized Representatives
in this Group of Magazines
200 Fifth Avenue, New York

(Continued on next page)



PRINTERS' INK



October 1917 THE **RED BOOK** MAGAZINE Price 20 Cents

SYSTEM

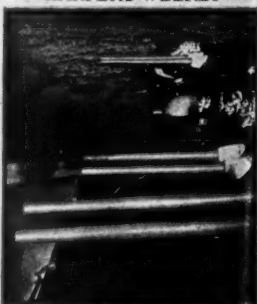
THE MAGAZINE OF THE FUTURE



The **Outlook**

Published Weekly

The Independent
HARPER'S WEEKLY



Why Color?

Because Color *surely* attracts attention.

Your advertisement is made to *stand out* from the reading matter and all the other advertisements.

Because with Color you can show your product *exactly* as it appears.

Because Color enables you to illustrate the *use* of your product better than you can do it in any other way.

Because Color *radiates* impressions of Quality.

RUGGLES & BRAINARD COLOR SERVICE

(Continued from preceding page)

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How Germany Treats Trade-Marks and Patents of Entente Allies

Conditions Prevailing in Various European Countries Before the War and To-day

By J. T. M.

AMERICAN inventors and manufacturers who have had reason to be more or less perturbed regarding the status of their patents and trade-marks in Germany, are quite naturally more than ever at sea in this regard since the declaration of a state of war. German law prescribes the manufacture of the patented articles in Germany. Since the beginning of the war this obligation was more and more difficult of fulfilment, until, during the past year, it became in a great many cases an impossibility.

Then there is also the obligation of paying annual fees within certain definite periods, with the alternative of the voiding of the patent rights. But how, it is asked, can an American pay fees to the German government without violating the rigid prescriptions of the law which prohibit trading with an enemy government? The problem is a perplexing one, especially as the laws on patents and trade-marks make no provision for the conservation of owners' right in such cases.

There is reason, however, to believe that a good deal of the anxiety is misplaced, which is being felt over the possibility of Germany engaging, when peace comes, in a "frightfulness" campaign of trade war and running amuck through all the rules and conventions regarding the international respect of patents and trade-marks. The present writer had a part in the perennial struggle to uphold in Germany the foreigners' property rights in inventions, and has been engaged in field work on similar lines in other European countries. He has had the opportunity to glean some specific information on the attitude of the belligerent nations in Europe with regard to the patents and trade-marks of alien enemies.

Although it is not generally known, an exception has been made in Europe to the laws forbidding trading with the enemy, precisely in favor of the protection of rights to patents, trade-marks and registrations.

In the early months of the war Germany revealed a disposition to be guided by the action of France in the matter of handling patent-law questions during the period of the war. France, indeed, has been looked to as the leader in formulating war-time rules for unforeseen questions or problems whose solution had not been pre-determined, and this not merely by France's allies, but also by her enemies, and a new tribute of admiration to the great Republic is evoked by the proofs of her marvelous capacity for organization in the most critical hour that any nation could face.

FRANCE TOOK ACTION EARLY IN WAR

At the time, during the first weeks of the war, when the whole army system was being re-organized with the marvelous thoroughness and effectiveness which led to the Battle of the Marne, French statesmen were calmly attending to re-organization in other lines, in civic and disciplinary matters. The nations of Europe awaited France's decision on the liquor question, the censorship, the regulation of the press, the mobilization of civilians, the special rules on trade and commerce and a hundred other matters of vital importance. And Germany paid to France the flattery of imitation by the adoption of many of the prescriptions that France had formulated.

It was on August 14, 1914, that the French authorities in charge of war rulings reached the question of patents and trade-marks, and on that date a decree was

issued suspending the payment to enemy governments of all annual fees on patents without exception. Germany had been waiting for the French ruling on the point and at once took action.

The German Minister of Commerce issued a circular notifying all German subjects of the French decree and of the fact that they could rely on the French decree for their protection in any eventual litigation with France or her allies on questions of patents, and instructing them to suspend the payment of all patent fees. The Minister's circular was a carefully worded document which attracted the attention of the French authorities, as it argued the assumption by France of all responsibility for unchaining a prospective trade war in which a valuable form of property rights would be the object of piratical attack.

The French Commission on Commerce and Industry considered the matter of sufficient importance to broach the question of a special agreement being reached between the Allies and the Central Powers on the subject of patents and trade-marks. Through the International Bureau at Berne, Germany was informed that her attitude, as expressed in the circular of the Minister of Commerce, was not justified by the action which France had taken and that it would not be acceptable, except on condition of reciprocity, that is that French inventors and business men would not risk the loss of their right to patents and trade-marks in Germany in case they did not pay the annual dues.

It was in her reply on this point that Germany intimated that she was concerned in obtaining from France an agreement on the patent question and that, far from seeking a pretext for reckless conduct in the matter, she was willing to make advances to prove that she desired to see international agreements on patents and trade-marks lived up to, both during and after the war. Having received a conciliatory reply to her proposal, Germany, in November,

1914, formally authorized German subjects to pay the annual fees on their patents in enemy countries without risk of being proceeded against by the German government for trading with the enemy. Obviously this did not prove of much practical value to the individuals interested, as there was no way of paying fees to the French government or to any of the other allied governments, since the prohibition against trading with the enemy as decreed by them included denial of the right to accept money from the enemy. Many Americans controlling the French patents on articles originating in Germany also found themselves in a quandary on this subject.

A step toward a definite conclusion was made when, in May, 1915, the French government passed a law which seemed to make a concession to French citizens similar to that made by Germany to her own subjects. Article 6 of that law said:

"Persons of French origin and under French protection in enemy countries, either directly or through intermediary, and similarly those of enemy countries in France, may, under conditions of complete reciprocity, fulfil all the formalities and perform all the obligations with a view to the preservation or the acquirement of rights of industrial property."

GERMANY FOLLOWS LEAD OF FRANCE

The prerogative of the individual interested in patents was not yet clear, nor was the procedure which might be followed indicated in this law. Later events, however, showed the interpretation which was to be placed on the action of the belligerent governments in making special legislation with regard to the payment of patent fees. It became evident that they had made a unique exception to the law prohibiting the holding of commercial relations with the enemy.

The German government notified German inventors and manufacturers that they should at once pay to the French Patent Office all fees which were due. Through the International Bureau at Berne

Jean H. Fulgeras

of Paris, FRANCE

**An associate of this company
will be in the United States dur-
ing the month of September.**

Mr. Fulgeras is executing commis-
sions for several of the largest French
manufacturers and exporters but will
be free to consult with any firm inter-
ested in selling or advertising in
France and Continental Europe.

Having served through this Company
many of the largest American firms,
Mr. Fulgeras is considered by many
to be the best-informed man in Europe
on American advertising and selling
conditions as they apply to France
and Continental Europe.

Appointments can be made with Mr.
Fulgeras, without obligation, by ad-
dressing him care of his American
headquarters—Collin Armstrong,
Inc., 1463 Broadway, New York City,
or his Canadian headquarters—Smith,
Denne & Moore, Ltd., Lumsden
Building, Toronto, Canada.

Société Européenne de Publicité

French Ltd. Co. Capital 5,000,000 Francs

**Operating the amalgamated advertising agencies of
John F. Jones—M. & P. Mery—C. O. Communay.**

10 Rue de la Victoire Paris, France

Cable Address—Sepublicit, Paris

They Shave Themselves

The number of young men who are athletically inclined is increasing every year. You know the type—active, alert, clean living, shower bath men—the kind of fellows you find in Y. M. C. A. gymnasiums and reading rooms. These men use—

Razors	Talcum Powders	Massage Creams
Strops	Shaving Brushes	Shaving Soaps
Strop Dressings	Toilet Waters	Shaving Mirrors

The question is, are they using your kind? Have you ever told them *why* they should? If your product has merit you can present it, profitably, to the members of the Y. M. C. A., *numbering over 700,000*, through the advertising pages of Association Men, the official organ of "the greatest men's club in the world."

Watch for the September issue in the new size, 8¼ x 11¼ inches allowing an excellent display page 7 x 10 inches. Note the new features and the enlarged scope of general reader interest.

The cost of Association Men advertising is 40 cents a line, \$168 a page. The value of Association Men advertising is greater than ever before.

ASSOCIATION MEN

A. P. OPDYKE,
Advertising Manager

JAMES I. PECK,
Eastern Representative

124 East 28th Street, New York

HARLEY L. WARD,

19 S. LaSalle Street, Chicago



a sum of more than \$50,000 was paid to France by Germans within a few weeks after the above-mentioned French law was passed. To Frenchmen making inquiries from their government as to what their action should be with regard to patent rights in Germany, reply was given that, since an exception had been formally made in behalf of patents, those interested were expected to take action under the exception.

There was a desire to avoid the unpleasant impression which would be created among the general public if it were known that the government had authorized any form of commercial and financial relations with Germany, but French business men soon came to appreciate the situation and they promptly paid up lapsed fees on German patents. The German government accentuated its appreciation of France's action by formally extending the time limit for the payment of fees in war time.

The French Commission on Commerce and Industry played a large part from the beginning of the war in maintaining the inviolability of property rights which had been acquired in France by subjects of the countries with which France is at war. A proposal had been made to declare void all rights to industrial property of alien enemies, but the Commission succeeded in having the proposal defeated. The Commission also requested the Chamber of Deputies to declare that all international conventions regulating industrial matters be respected and that inventors of all nationalities be allowed to profit of their acquired rights in the future as in the past. This action will almost undoubtedly serve as the guiding rule for all the European belligerents.

Many representatives of American corporations have sought information and guidance from the Commission regarding their doubts and problems and with practical and beneficial results. The International Bureau in Berne has likewise been considered a desirable source of in-

formation on questions arising with regard to Germany's wartime rules on patent matters.

One thing worth accentuating is that since the French and German governments have taken the extreme step of making an exception to the laws forbidding trading with the enemy, in order to safeguard the rights of their citizens and subjects in patents in enemy countries, the possibility exists that rigorous measures may later be applied by them, or by one of them, in cases where the strict prescriptions have not been complied with.

The annual fees on patents in France, it may be worth recalling here, are 100 francs each year for fifteen years, the maximum term of a patent. France reserves the right to revoke the patent if the invention is not "worked" in France within two years from the date of the signature of the patent.

The German fees are fifty marks for the second year, 100 for the third, 150 for the fourth and so on, with the annual addition of fifty marks, for the fifteen years' duration of the patent. Germany reserves the right of revocation after three years in case the patent is worked mainly or exclusively outside the German Empire.

Great Britain reserves a similar right of revocation after the lapse of four years. The British fees begin with five pounds for the fifth year and are six pounds for the sixth year, seven for the seventh, and so on, with an annual increase of one pound yearly till the fourteenth or last year of the patent.

In Italy the fees for the fifteen years of the life of the patent are changed every three years. For the first three the fees are forty lire each year, for the next three, sixty-five, and every three years there is an increase of twenty-five lire.

HARDSHIP WORKED ON AMERICANS

The obligation to "work" the patent, which is imposed by Great Britain, France and Germany, is a very decided hardship on American owners of patents, especially

as the American law imposes no like obligation. It happens frequently that the American who desires to protect his inventions in Europe has no immediate interest in the market there and finds no quantitative demand for his product there such as would warrant his putting up a factory to produce it on the ground. The law, however, is there to frustrate his efforts to protect himself unless he complies with the order to become a local manufacturer, to his own considerable financial loss and often without any benefit to his new field.

The grotesque feature of this injunction is admirably illustrated in Spain. There also the law demands that the patented invention be manufactured in Spain if protection is to be guaranteed.

The American patentee is a good "uncle" in Europe; he takes out patents on the least provocation; pays fees liberally, even to nations which have but little prospect of making him any return on his money, and will naively fulfil all the devious regulations that have been thought out for the purpose of making him spend. His splendid extravagance is proverbial in the patent offices of Europe.

There are times, however, when even the American's gorge will rise at some of the demands that are made upon him. Thus when Spain comes along with the same rule as France, England and Germany and coolly asks that the American manufacture his invention in Spain, the limit of his endurance is reached. He kicks over the traces and refuses to be bled. He will have nothing to do with Spanish patents; he is through; he wants no protection in Spain.

Then in a few brief minutes he is made to feel ashamed of himself for his headstrong temper and his shirt-sleeves methods. If he had only been patient and listened calmly he would have seen the beautiful reasonableness of the whole thing. Will he leave his sample machine in the patent attorney's office and come back in a few hours? He does, and when he comes back he is taken

into the back room and there is introduced to a *Senor Ingegnere*, who is a registered and authenticated manufacturer of machinery.

At the psychological moment the cover is pulled off his machine and to his surprise he finds it labeled "made in Spain." A brief examination shows him that during his absence it had been taken apart and re-assembled. A document signed by the registered engineer removes the last trace of doubt on the subject and the American realizes that the law has been fulfilled, expeditiously and quite economically. If these were not war times it might be hardly fair to reveal these little secrets, and of course it very often happens that it is not Americans who actually intervene in transactions of this kind and that they are carried out entirely through agents. But noxious incidents of an unpleasant kind surround the whole business of foreign patents in some other countries as well as Spain, and the American inventor and manufacturer ought to prepare even now to make a vigorous demand for a better sort of treatment in the new deal which must come after the war.

(To be continued)

Cook Book Helps Sell Toy Ranges

Quite pretentious cook-books for the use of little girls have been for sale in book stores for some time, but here is a "junior" recipe book advertised as an added inducement for purchasing an electric toy range. In the catalogue description of the range, made by the Hughes Electric Heating Company, Chicago, the book is said to tell "in simple language just how to operate the range and contains a number of recipes which any little girl can understand and use. The list includes cherry pie, currant loaf, nut cake, biscuits, custard—and instructions for getting up a 'party.'"

E. M. Hunt With "Review of Reviews"

The *Review of Reviews* has appointed E. M. Hunt to its advertising staff. For a year past he has been in charge of the merchandising development work of the Society for Electrical Development, New York, and before that was advertising manager of the United Profit-Sharing Corporation and connected with the advertising staff of *Good Housekeeping*.



SEVEN thousand miles away, this modern drawbridge is merely one example of engineering skill that is Westernizing the Orient—a sample of Japan's leadership that is analyzed from many angles in

ASIA

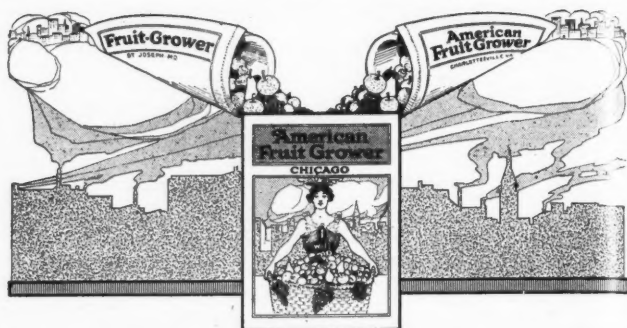
For September

In this special Japanese number, Richard Washburn Child shows you Japan's "Precarious Industrial Structure"; Baron Kato presents her foreign policy; Dr. Gulick analyzes her emigration problem.

It is an issue published on the occasion of the Japanese Mission's visit to this country—an issue you will want to read and keep.

If you care to have a sample copy of this new copiously illustrated magazine with a specialized appeal to an intensely interested audience, write us on your letterhead. Send for booklet.

American Asiatic Association
280 Madison Avenue New York



American Fruit Grower CHICAGO

A consolidation of the circulation of the two most important publications of the fruit field—the American Fruit Grower, of Charlottesville, Va., and The Fruit Grower, of St. Joseph, Mo.—into one big national magazine for fruit-growing farmers—printed on a high quality of paper, with cover in two colors.

Circulation Now 130,000 Monthly

Fruit-growing farmers, and farmers with 25 per cent or more of their acreage in fruit, enjoy incomes, according to statistics—approximately three times as great as the average American farmer.

Furthermore, their incomes are cut up into irregular instalments, coming at frequent intervals throughout the year.

These two reasons justify our claim that the American Fruit Grower's 130,000 circulation offers a much better field to the Agricultural Advertiser than a similar amount of average farm paper circulation.

SEPTEMBER NUMBER CLOSES SEPT. 10th

Owing to the details of consolidation, the September number will not go to press until September 10—giving advertisers ample time to catch this splendid early fall issue.

The October number will close October 1, and thereafter the closing date will be the 20th of the month preceding.

RUSH COPY FOR SEPTEMBER

130,000 Circulation—60 cents per line

AMERICAN FRUIT GROWER, Marquette Bldg., Chicago

SAMUEL ADAMS, Publisher

SPECIAL ADVERTISING REPRESENTATIVES

New York.....	Barnhill & Henning, 23 East 26th Street
Chicago.....	Buchanan & Dempers, Marquette Building
St. Louis.....	A. D. McKinney, Third National Bank Building
Kansas City.....	George F. Dillon, 1102 Republic Building
Minneapolis.....	Roy B. Ring, 333 Palace Building

ADVERTISING RATES

60c. an agate line; \$8.40 an inch each insertion.	Full Page, 700 lines.....\$420.00
Quarter Page, 175 lines.....\$105.00	Page Advertisements in two colors, 10 per cent extra.
Half Page, 350 lines.....210.00	Classified advertising, 10c. a word.

Member Agricultural Publishers' Association
Applicant for membership in Audit Bureau of Circulations

The Way You Advertise in China

Only About 50 Publications of Consequence Through Which to Influence
400,000,000 People

By J. B. Powell

Financial Editor, *Millard's Review*, Shanghai, China

TO reach each and every one of America's hundred million people with an advertising message the American manufacturer has at his disposal about 25,000 magazines, newspapers and other publications, not to mention the posters and other avenues of publicity.

To reach China's population of 400,000,000 people, the manufacturer or merchant has at his disposal not more than fifty publications of any consequence and this includes newspapers, magazines and religious publications printed in English or Chinese, or other languages. The China Year Book for 1916 lists 240 publications as registered at the post-office for transmission through the Chinese mail in twenty of the leading cities, but most of these papers are mere pamphlets and of little consequence.

For fear that somebody will accuse me of being a circulation optimist, I will explain that there isn't a single publication of any kind in China that has a circulation of fifty thousand. As a matter of fact I have not heard of any that go above thirty thousand, but am placing the figures high in order to be safe.

Advertising in China, that is, advertising from the standpoint of newspapers and magazines, is in two classes:

Foreign language papers, such as American, British, French, Russian, etc., publications printed and circulated in China, and native Chinese dialect papers.

In planning an advertising campaign in China there are two things that the American manufacturer must understand: First, the general illiteracy of the people from the standpoint of a reading knowledge of their own language, and, second, the fact that the vast majority of the Chinese

people are too poor to buy anything save the bare necessities of existence.

According to Samuel G. Blythe, who has spent considerable time in China and who has written extensively on the subject, China's 400,000,000 people may be divided into three classes: First, the Official or old Mandarinate governing class that is interested primarily in graft or "squeeze" as the term is known throughout China. Second, the great middle class that includes the merchants, business men, teachers and professional men, etc., hundreds of whom are graduates of American universities, and, third, the ignorant coolies who do all the work and who are "interested in but two things—getting sufficient food to fill their bellies and in begetting male children so they may be worshiped as ancestors after they are dead," to use Mr. Blythe's words.

It has been estimated that not more than ten per cent of China's great population can read their own language.

So with these problems in mind, how is the American manufacturer going to apply his modern advertising ideas to the Chinese problem?

CHINA NOW IS LIBERAL

The first great thing to understand about China—the New China—is that the entire nation has changed its attitude regarding Western ideas in education, merchandise, business — everything. Instead of opposing all new ideas and valuing everything only in its relation to antiquity, the Chinese are now looking for new ideas. This has largely been due to Japan's example in rising to a modern world power in the short space of fifty years, and to the influence of foreigners, mis-

sionaries and business men residing in China, and to the influence of Chinese students who have returned after completing their studies in American and European universities.

The low standard of living in China is shown by the customs figures which show annual imports of foreign commodities to the amount of but 90 cents gold per capita. Japan imports about \$5.50 (gold) a year. As opposed to these figures we have Latin-America which imports \$16 a head annually, Canada \$90, Australia \$80 and New Zealand \$100. These figures give an idea of the magnitude of the Chinese market when the standard of living has been raised and the productive powers of the people elevated to even one-half of Japan's present buying power.

But back to advertising. The British-American Tobacco Company, practically all American capital and American management, has the only complete advertising department of any foreign firm doing business in China. This department employs about twelve persons, four of whom are copy writers (American), and about six artists, all of whom are Chinese and Japanese. In addition there are several Chinese and Eurasians who handle the matter of checking insertions, filing, copyists, etc.

According to E. Strassman, manager of the department, his company uses space regularly in about forty newspapers and magazines in both foreign languages and native dialect. He estimates that an advertisement of about twenty-four inches in each of these papers once a month costs about \$1,500 (Mexican) or about \$1,200 United States currency at the present rate of exchange. The British-American Tobacco Company employs about 150 American salesmen who "make" practically every corner of China every year. In addition to this, they employ several thousand Chinese in their various factories and branches in various parts of the country. They make hundreds of brands and there's sure

to be one within the reach of practically every Chinese, no matter how low or high his station may be, and this includes the women, for practically all Chinese women smoke.

With so few publications, with such limited circulations, how is it possible to reach the Chinese people through advertising in the newspapers and magazines in China?

The answer to this question is found in the fact that circulation has no relation at all to the number of readers. Here's an example: Mr. Zung, the Chinese stenographer in my office, is a graduate of the Y. M. C. A. training school here in Shanghai. He can speak English and uses Gregg shorthand and is a good copyist. One morning I saw him reading the *Shun Pao*, the leading Chinese newspaper in Shanghai. Later on, I wanted to see the paper, so I asked him for it. Then he explained to me that he had sent it back to the office. By this he meant that he subscribed for the paper and read it for about an hour. Then the carrier boy came back and got it, because another subscriber's reading time had arrived and so on. The older the paper gets the cheaper it becomes, and there is hardly any limit to its circulation. It is not uncommon to see a group of coolies standing in the street and one of them reading the paper and explaining the contents to the others who are probably unable to read. The same thing is true of sign boards, the sidewalk often being blocked while one Chinese reads and explains the new sign to the marveling crowd.

Yes, China is advancing!

While the same things are not true as to foreign papers printed in China the habits of foreigners — Americans, British, French, Germans—in living in hotels and clubs, necessarily limit the circulation of the newspapers printed and circulated in China. The North-China *Daily News and Herald*, the old and conservative British organ in China, hasn't a daily circulation much in excess of

Team Work That Develops Sales

THE *sole* purpose of this organization is to increase sales for advertisers. We are accomplishing this to an appreciable extent in three ways:

(1) By rendering a complete, businesslike outdoor advertising service for billboards, painted bulletins, electric signs, etc.

(2) By co-ordinating an advertiser's outdoor publicity with his newspaper or magazine advertising—or both.

(3) By giving advertisers through Bureau members the benefit of the knowledge and experience of a co-operative organization consisting of the dominant advertising agencies in the field.

National Outdoor Advertising Bureau

(INCORPORATED)

Fifth Ave. Building, 200 Fifth Ave., New York

MEMBERS

George Batten Company, Inc. New York
Blackman-Ross Co. New York
Chas. Blum Adv. Corporation. Philadelphia
Walkins & Holden, Inc. New York
Gorman Cheltenham Co., Inc.
..... New York
The Erickson Co. New York
The Richard A. Foley Advertising
Agency Philadelphia
Fuller & Smith. Cleveland
Hoyt's Service, Inc. New York
Martin V. Kelley Co. New York
Philip Kobbé Co., Inc. New York
G. E. Lisan Adv. Agency, Inc.,
..... New York
Lyndon & Hanford Co.,
..... Rochester, N. Y.

C. Henry Mason. Rochester, N. Y.
H. K. McCann Co. New York
Eugene McGuckin Co. Philadelphia
Charles F. W. Nichols Co. Chicago
Nichols-Finn Adv. Co. Chicago
Frank Presbrey Co. New York
H. E. Reisman Adv. Agency
..... Chicago
Frank Seaman, Inc. New York
Sherman & Bryan, Inc. New York
Stewart-Davis Adv. Agency
..... Chicago
Tayor-Critchfield-Clague Co.,
..... Chicago
J. Walter Thompson Co.,
..... New York
The Van Cleave Co. New York



3,000 copies. But this certainly is no indication of its influence. The *Peking Gazette*, edited by Eugene Chen, a Chinese born in Trinidad and educated at Oxford and a British subject, is said to have a total circulation not exceeding 2,000 for both its Chinese and English editions, but in spite of this fact its influence is tremendous. It is quoted by every Chinese paper in the country.

Then something about advertising in the foreign papers in China:

Of what benefit is it for an American manufacturer to use advertising space in any of the dozen or so British, American or French newspapers, printed in China and circulated in China?

The answer to this is found in the number of foreigners in China. According to the Chinese Maritime Customs there were in China in 1914 about 164,000 foreigners. Of these there were 84,000 Japanese representing 955 business establishments; 56,000 Russians, representing 1,237 firms; 8,000 British, representing 534 firms; 4,365 Americans, representing 136 firms; 3,187 Portuguese, representing 32 firms, and 3,013 Germans, representing 273 firms. Other leading nationalities represented were Danish, Dutch, Belgian, Spanish, Swedish, Austrian, Norwegian and Italian. In addition to the figures for the American business men in China should be mentioned some 2,000 missionaries of American nationality who lead all other nationals in numbers and influence.

Here's how the influence of advertising in the foreign publications works: Montgomery Ward & Co. started out a few years ago by using space in the English newspapers and magazines of Shanghai and Peking and in the publications that go to the missionaries. Montgomery Ward & Co. now, in the words of the manager of the export department, Mr. Howell, do more business in China than in any other country outside of the United States. According to a recent statement in one of the advertisements the company's shipments average

more than 3,000 pounds a day.

The real answer, however, to this question is found in the fact that the Chinese are naturally an imitative people. To put it another way: A nation of people who for centuries have been taught absolute obedience to authority naturally follow leaders. The returned college student from America reads his American paper and uses many American products. What is more natural than that other members of his family should do likewise? The Chinese manager of the textile department of Andersen, Meyer & Co., the branch of the American International Corporation and the leading American importing and exporting firm in China, is a graduate of Columbia University of New York. He wears *foreign* clothes, drives an American car and does business in a thoroughly American manner. Then one more point under this heading: Every American loan placed in China means the construction of some great improvement such as a canal, a government building, a railroad, a factory and so. This material of necessity and usually specified in the loan agreement must come from American sources and usually a source connected with the management and inspiration of the loan in America. Who does the actual buying and selecting of the material?

Usually when you trace it down, you will find some young Chinese who is in an official position and in nine cases out of ten a graduate of an American university. He is quite likely to select and consider materials made prominent in his mind through advertising in the foreign language journals he reads.

So these are the main problems that the American business man must face in advertising in China. There are a lot of other things, such as the problem of translating the copy into Chinese, the use of suitable illustrations, advertising rates and customs of the papers, the matter of distribution and so on, that are too involved for this present discussion.



Sales for 1917 ?

SALES CAMPAIGNS for fall business are now under consideration. Salesmen are going to meet unprecedented conditions in their sales territories. This season, more than ever before, the men on the road need the help of powerful direct advertising if they are to maintain and increase their totals of previous seasons.

We have an advanced service to offer you in connection with such sales literature.

ROBERT SMITH COMPANY

**Effective Direct
Advertising Service**
Lansing Michigan

Co-op

CHICAGO AMERICAN EDITION
PHOTOGRAPHY
SATURDAY, AUGUST 11, 1912
PLANT ART

EXTRA

CHICAGO

19

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BIG U. S. MUNITIONS PLANT

Great Battle Is Raging Along Entire

Great Battle
EXTRA

ALLIES' GAIN PERILS BASE AT ROLERS

"MY DU
...
'Co

Indiana University
Bloomington, Indiana

FIVE GOETHALS SHIP LAWYERS RESIGN **BRITISH CHIEF IN PEACE MOVE RESIGNS**

The Buying AMERICAN
...to present the ... of advertising in the CHICAGO EVENING AMERICAN
Chicago, Saturday Aug. 11

BILLY GOES BAREFOOT

The Associated Press - Sat. Aug. 11
... to present the ... of advertising in the CHICAGO EVENING AMERICAN

The image shows a collage of newspaper clippings. The most prominent headline is "The Buying AMERICAN". Below this headline, smaller text reads "Established to promote the Government's policy of encouraging the use of American goods and services in the CHICAGO EVENING TRIBUNE". Another clipping below it says "Established to promote the Government's policy of encouraging the use of American goods and services in the CHICAGO EVENING TRIBUNE". A third clipping at the bottom left says "Established to promote the Government's policy of encouraging the use of American goods and services in the CHICAGO EVENING TRIBUNE". The clippings are overlapping and slightly tilted, creating a layered effect.

The latest power of attorney
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operation

In The CHICAGO EVENING AMERICAN

includes all that is covered by the accepted meaning of the word —PLUS The BUYING AMERICAN, in which the CHICAGO EVENING AMERICAN puts its space against the advertiser's to re-inforce his message—sells the advertised line of food products, automobiles, musical instruments, shoes, corsets, etc., in general, so that the advertiser may more effectively sell his line in particular.

Learn how this unique method of co-operation is "proving up." Write for BUYING AMERICAN, showing how your product has been (or might be) sold to the more than a million wide-awake readers of Young Chicago's Favorite Paper.

EASTERN OFFICE:
Columbus Circle,
New York City.

CENTRAL OFFICE:
Hearst Bldg.,
Chicago.

PACIFIC COAST BRANCH:
Call Bldg.,
San Francisco, Cal.

Member of Audit Bureau of Circulations



When Advertising Is News—

Like news, the advertising that a publication prints must be complete. It must meet every need of every reader.

The newspaper which does not carry all of a city's advertising is as undependable as the newspaper that carries only part of the news. Completeness is essential.

The strength of The Kansas City Star as an advertising medium does not lie altogether in its remarkable circulation. That The Star has more paid subscribers in Kansas City than there are houses is important. But—

Vastly more important is the fact that Kansas City housewives and the Kansas City public generally look upon The Star as an advertising directory which brings to their homes, twice a day, all the "wants," all the department store advertising and all the advertising of whatever class in which they might be interested.

THE KANSAS CITY STAR

Morning
215,000

Evening
• 215,000

Sunday
215,000

How Will Food Control Affect Advertising?

Manufacturers of Flour, Breakfast Foods, Margarine and Peanut Butter Are Among Those Vitaly Concerned

IF the Food Administration urges housewives to use non-wheat breakfast foods what is to become of the widely advertised packaged foods that are made entirely of wheat? What will happen to the good will of makers of nationally known flour if all brands lose their individuality through Government supervision? These are questions that are of vital interest to manufacturers outside this special field, for the necessity may arise before the war is over which will occasion closer supervision at Washington of other sorts of manufactured products.

To find an answer to them, if possible, a PRINTERS' INK representative has interviewed leading officials of the Food Administration.

"What will be the effect upon food advertising," it was asked, "of this scheme of yours to treat food resources of each class as a unit, to consider products of a given kind as pretty much on a plane, regardless of special reputation or place of origin, and maybe ultimately to fix uniform prices?"

"It is too early to tell that," was the reply. "Congress has but just passed the food control legislation, and although we have made some preparations and tentative plans, we can only wait and see how they will work out."

"Well," persisted the seeker after information, "what will be the effect of your pooling of issues, your bringing of all brands to a dead level of equality in an administrative sense, upon the business of a producer or manufacturer who has been putting out a quality article and who has probably been receiving, in recognition of this quality, a somewhat better price than some of his competitors?"

"That," admitted the official,

"is a question to which we are giving the gravest consideration right now. I may as well admit that in dealing with the first commodities that we have taken up—wheat and flour—one of the most perplexing problems that confronts us is what attitude we should assume with reference to, say, Gold Medal Flour. Here is an article back of which there is a most valuable good will, and the question is whether the Washburn-Crosby Company can be expected to, for the common good, forego for the time being the prestige of its famous brand and lump its output with the unidentified; also whether we are justified in asking it to make this sacrifice."

CASES WILL PROBABLY GET INDIVIDUAL ATTENTION

"What is to become," queried the PRINTERS' INK interrogator, "of the national advertiser whose specialty is in your bulletins shorn of its claim of special quality? We all know what you folk and the officials at the Department of Agriculture have been doing to vaunted breakfast foods, and now on the same authority the consuming public is told that an inconspicuously identified peanut butter is just as nutritious as the widely advertised brands that sell for double the price."

"We are not prophets here," replied the food official, refusing to be drawn into deep water. "We can only wait and see how matters develop, meeting each situation as it arises. My guess, at this time, would be that there can be no hard and fast rules as to the effect of food control or food administration upon food advertising. Each class of food products will doubtless have to be considered as a separate proposition, and it is possible that the effects will differ in different cases."

It seems to be evident from these answers that Mr. Hoover's department has not yet arrived at a definite conclusion regarding the details of this particular phase of food regulation. Certain it is that the merchandising and advertising of many grain products will be affected, whatever the decision may be as to trade-marked goods which have a vast good will secured through advertising.

Turning to another field of food manufacturing, the Food Administration is endeavoring permanently to increase American dairy supplies. It all but says in so many words that it is not satisfied with the rearrangement of the buying habits of the American people, which is reflected in the fact that sales of margarine for the past half year show an increase of several million pounds per month over similar periods in 1915. The Food Administration is out to boost production of dairy butter, which it holds to be "vitally necessary" for table use. The margarine makers, several of whom have become large advertisers, are directly interested, of course, in the Government's propaganda in behalf of butter.

Judging from the letters of inquiry reaching Washington, most of the misgivings of manufacturers with respect to food control grow out of a fear of the effect of price fixing. The uneasiness is not apparently with reference to the fixing of minimum prices on raw material. The average manufacturer seems to be confident that he can take care of himself in the face of \$2 wheat so long as all his competitors are obliged to pay an even price for their supplies. The worry arises from the prospect of the stipulation of maximum prices to the consumer. It is represented that the small producer or manufacturer usually has a higher cost of production than his big rival, and that a price that will yield the large corporation a very fair profit may allow the small man an insufficient margin.

Then there is the question of "hoarding" that must inevitably interest manufacturers. Those

who are inclined to protect their requirements by liberal storage of raw material or who, with superabundance of caution, make commitments in excess of actual needs, cannot be sure that their idea of "hoarding" will coincide with that of the Food Administration.

HOW IS "HOARDING" TO BE REGARDED?

The hoarding provision of the food control legislation is stipulated as applicable to wholesalers, retailers and other dealers, as well as to manufacturers, so that it may be necessary for advertisers to exercise an added measure of care lest agents or distributors overorder or overstock. The lack of definition, or, rather, the breadth of latitude of the section (Section 6) relative to "hoarding" will be regarded as menacing by some advertisers. With respect to the business men who can be proven to have withheld goods from the market for the purpose of increasing or diminishing unreasonably the price the issue would seem to be clean-cut, just as it would be with regard to the individual who violated that other section which makes it unlawful to destroy any necessities for the purpose of enhancing the price or restricting the supply. The twilight zone is encountered, however, in that clause which declares that commodities will be deemed to be hoarded when "held, contracted for, or arranged for by any manufacturer, wholesaler, retailer or other dealer in a quantity in excess of the reasonable requirements of his business for use or sale by him for a reasonable time, or reasonably required to furnish necessities produced in surplus quantities seasonally throughout the period of scant or no production."

In these days, when manufacturers and distributors are urged to buy ahead in order to forestall freight congestion and labor shortage, the question will arise as to who is to interpret "reasonable" as used in the above section, and whether, in justice, the same

GOOD Housekeeping's Print Order for the October issue generously exceeds the half-million mark. Our advertising rate is *STILL* based on the old guarantee.

Forms for November
Close September 15th

definition can be applied in the case of different manufacturers in the same field. The Federal Trade Commission, working with the Food Administration, is to investigate cost of production in the various fields of food supply, and probably will secure a practical knowledge of conditions that will discourage undue restrictions under the "hoarding" clause.

HOW MANUFACTURERS REGARD THE SITUATION

Returning to the possible effect of food conservation on the good will of national advertisers, PRINTERS' INK has questioned several food manufacturers whose products are just now the subject of discussion by the Food Administration. Without exception all of them manifest a disposition to support the Government in any measures that may be instituted for the conservation of food. The secretary of one of the largest milling companies says: "The millers of the country are desirous of supporting the Government's policy in every way possible, to the end that the flour production may be conserved, marketed and used in the manner best calculated to meet the requirements of the hour, and therefore whatever the final decision of the Government, we shall undoubtedly support same to the fullest extent possible."

J. W. Craig, manager of the export department of the Shane Bros. & Wilson Company, Philadelphia, is of the belief that millers will not have to cease using their brand names.

"We do not believe," he says, "that millers will be compelled to change their grades and brands at any time. Those who have a knowledge of flour, either as manufacturers or bakers, know that there would be no economy in having one grade of flour, for the grades are not interchangeable. A grade that will suit a bread baker would be useless to a cracker baker, and vice versa."

An especially informing reply comes from Truman A. De Weese, of the Shredded Wheat Company.

"Like all manufacturers of pure food products," he says, "we have assured the Food Administrator of our co-operation and of our hearty support. Ten years ago Shredded Wheat was eaten almost entirely as a 'breakfast food.' To-day it is regarded as an all-day food and is eaten by thousands of families as a substitute for meat, eggs, potatoes, and white flour bread. At the present time I think as much Shredded Wheat is eaten at the noonday meal as at breakfast. The injunction to 'eat non-wheat breakfast foods' therefore does not affect us as much as you might imagine. I understand this sentence regarding non-wheat breakfast foods has been eliminated from the second edition of the 'Home Cards.' The Food Administrator now simply asks housewives to eat one wheatless meal a day and to eat rolls, muffins and bread made out of corn, oats, barley and mixed cereals instead of white flour bread for at least one meal a day. It is left optional with the housewife as to just what meal should be 'wheatless,' and is also left optional with her as to what should be eaten at other meals.

"Instead of any letting down in our promotion work we are endeavoring to take full advantage of our great opportunity to educate Americans to substitute Shredded Wheat Biscuit for meat, eggs, potatoes and more expensive foods.

"We are using quarter-page copy in the newspapers in the large centers of population and little four-inch talks in newspapers in 200 other cities and towns. We are also using special preferred position in the magazines of large popular circulation."

The Pillsbury Flour Mills Company states that no orders have been issued thus far by the Food Administration that would seem to warrant alteration of the regular standard methods generally employed for national flour advertising, and for the present the advertising will continue as heretofore.

EIGHT NEWSPAPERS

IN THE UNITED STATES

Each published more than eight million lines of advertising the first six months of 1917.

THE BALTIMORE SUN

was one of these papers

8,217,325 Lines

were carried in the Morning, Evening and Sunday issues of The Sun during this period.

A GAIN OF

760,017 Lines

over the same six months last year.

The great growth of The Baltimore Sun in circulation and advertising, despite the increase in subscription prices, is one of the outstanding facts of recent newspaper history.

***It Pays To Advertise In
The Paper That Is Growing***

One Disordered Industry to Straighten Itself Out by Advertising

Sweet-Feed Manufacturers, Tired of Many Trade Evils, Confer and Agree Upon Joint Appropriation

By R. L. Morrell

Vice-Pres. *Grain Dealers' Journal*, Chicago, Ill.

WE hear a lot about this subject "The Good Will of the Consumer." Nearly every issue of *PRINTERS' INK* tells how some concern gives its customers a "buzz" at regular intervals to reassure them there is but one place for that repeat order. But—can advertising for good will of the consumer be made to accomplish definite work? Can it be made to accomplish this task in such a way that we will know definitely when it has done its work?

One industry believes that it can be made a tangible force and its members are going to spend \$30,000 to prove it.

Some twelve years ago a New Orleans grain man conceived the idea of smearing molasses over musty grains, making them palatable for horses and mules. He called the mixture "sweet feed," mixed in a little sawdust, a little excelsior and sold it. Apparently the animals thrived, and from this undesirable inception there has developed an enormous industry of sweet-feed manufacturers. I say "undesirable beginning" because you shall see later that it was principally by reason of such a beginning that advertising was drafted for important work.

When the sweet-feed manufacturers assembled in Memphis a few weeks ago they came together for the first meeting of their newly formed organization, the Sweet Feed Manufacturers Association. For the past twelve years each manufacturer had drifted for himself, built up his mill and selling organization, unmindful of the work of his competitors. Consequently these manufacturers had never studied co-operatively the many evils that grew up with their

industry. They knew nothing about the practice of their competitors except as they were able to learn them from the stories of their own salesmen. Not in all these years of work and development had one feed manufacturer enjoyed the advice and experience of his competitor. Naturally each manufacturer seemed rather bewildered by the presence of so many with whom he had been engaged in hot competition that at times threatened to destroy the industry. In fact, it was apparent from the start that these men regarded violation of the Sherman Anti-Trust Law and organization of competitive manufacturers in the same light.

HOW ORGANIZATION STARTED

The first remarks of their president were to assure these men that the association was not attempting to combine, but to find a solution for existing evils. He told them past differences were to be forgotten, whereupon each manufacturer "laid his gun upon the table" and settled down to what seemed to me the frankest discussion of trade evils I have listened to. There was no second meaning to what they said—they were after facts and they found them. They confessed to the presence of price competition, to the presence of "yellow" salesmen, to the evils of long-time contracts; total disrespect of competitors and a deplorable absence of consumer good will. They confessed to all their sins and determined to find the remedy.

How were they going to eliminate those evils and raise the standard of their industry? They

(Continued on page 63)

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PRINTERS' INK



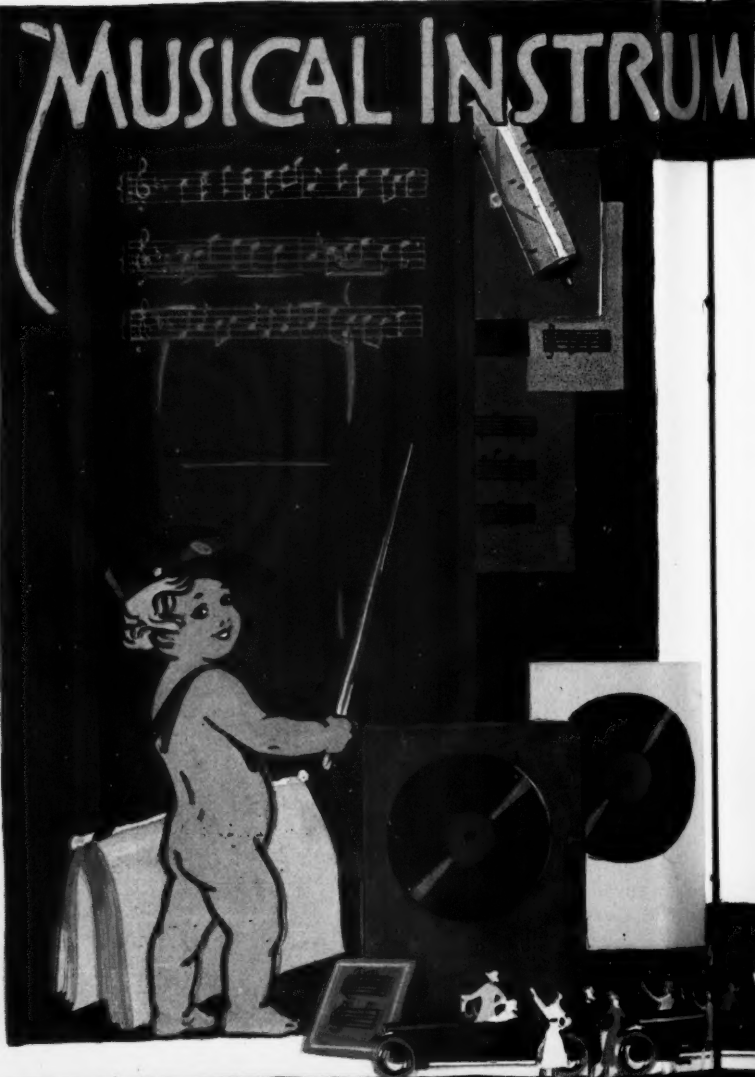
Look for broad
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and ability when se-
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It is the surest way
to find sound adver-
tising counsel and
plans that fit real
business needs.

Fuller & Smith
Advertising Cleveland

PRINTERS' INK

MUSICAL INSTRUM



POSTER ADVERTISING

PRINTERS' INK

UMENTS & RECORDS

We have prepared a "Musical Instrument" campaign, taking into consideration the present unusual situation predominating in this particular form of enterprise.

The manufacturer of a well-made instrument and records enjoying an adequate distribution will find this plan constructive from both consumer and dealer standpoint.

The campaign is extremely seasonable—at the same time decidedly economical.

Properly handled this advertising campaign will produce a stimulus that perhaps has not been thought of in this field.

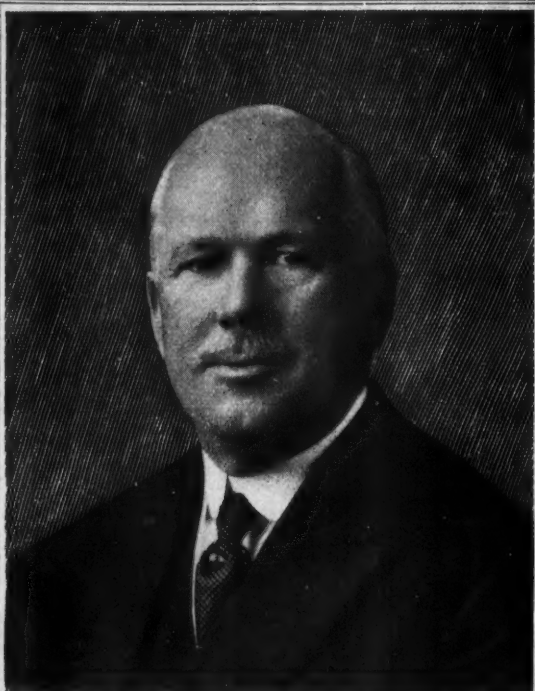
It is our belief that no manufacturer interested in productive advertising results can afford to overlook our plan.

If you are interested, we shall be glad to present this plan—involving you in no obligation.



SING CO. Inc. 511-FIFTH AVE.
NEW YORK CITY

PRINTERS' INK



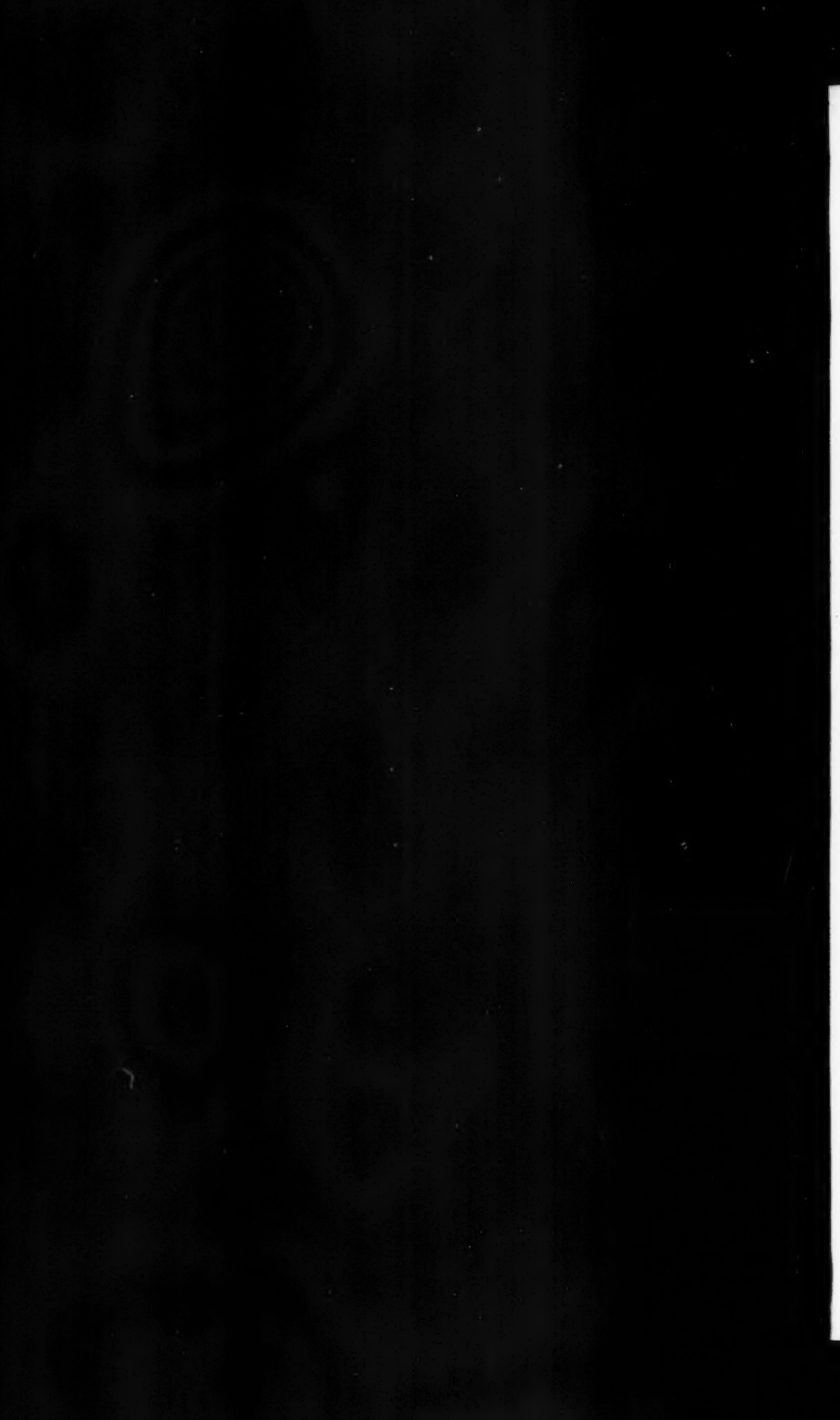
BUILDERS *of* AMERICAN BUSINESS

SAMUEL M. HASTINGS, PRESIDENT OF THE
ILLINOIS MANUFACTURERS' ASSOCIATION

"I have been a reader of *SYSTEM* for many years.
It has always been an interesting magazine to me.
The new size is a great improvement, I believe—
it is more easily handled."

Samuel M Hastings

NUMBER CVII in the series of portraits of readers of *SYSTEM*



knew that an educated competitor was the best competition. They were willing to pay the price—it wasn't a question of money but of method.

Get the good will of the consumer, then let every manufacturer clean house to maintain that good will or "fall out." There was the answer.

The conclusion of these manufacturers was the result of a clear conception of the facts. Does a study of the facts lead us to believe that publicity for the good will of the consumer is a cure for trade evils in other industries?

As a result of experiment and some years of hard work the honest, conscientious feed manufacturer has demonstrated the value of his products with the result that they are being used extensively in all parts of the country. This has been done in spite of the distrust and antagonism created years ago by the doubtful character who flavored sawdust, excelsior and other worthless fillers with molasses and sold the product at exorbitant prices on the plea that it contained mysterious ingredients that gave wonderful results.

From the very beginning the fight was a hot one; on the one side the unscrupulous manufacturer of the "sawdust type" and on the other the man who conceived that by development along scientific lines he could take alfalfa hay, molasses and other products and by grinding, blending and mixing, could compel recognition of exceptional value that had not before been suspected. The entire time of the honest man was taken to meet the competition of feeds cheap in price and quality. Neither the scrupulous nor the unscrupulous had reckoned with the good will of the consumer. While the manufacturers fought among themselves the idea still lodged in the trenches of prejudice that all feeds were 90 per cent sawdust. Salesmen of the honest manufacturer spent most of their time dispelling prejudice instead of selling goods. The use of frank publicity is go-

ing to teach feeders the value of balanced rations. It's going to teach them that lawmakers have been kind to honest manufacturers by exacting that a guaranteed analysis of every manufactured feed be placed upon every bag. Such advertising as this will give confidence—it will earn the consumer's good will.

HOW FARMERS WILL BE EDUCATED

It's natural the farmer should believe it poor business to sell home-grown feeds and purchase manufactured feeds. This campaign is going to tell him that only high-grade feeds are uniform in feeding values, moisture content, palatability, etc. There is no law with which corn, oats, barley, and other natural grains have to comply, but there is a law of uniformity in feeds. This fact will be strongly emphasized. The feeder will be shown that very intelligent business men are at the head of American feed businesses, who buy tremendous tonnages when the market is right. The manufacturers through the Southern dailies will eliminate forever the belief that the farmer can raise his feed more economically than he can buy prepared feed.

The copy will explain that grain and grasses can be purchased of the farmer, hauled long distances, undergo various charges for handling and profit, have those parts best for human food extracted from them and the products treated, mixed in correct proportion to get a scientifically balanced ration, and sent back to the same farm to be profitably fed.

When the money for the campaign has been invested, when it has been impressed upon the minds of the feeders that it costs money to grind and mix feeds upon the farm; that variety is an essential of every ration; that raw materials are purchased at prices that permit of a reasonable selling price; that expert minds compound efficient balanced rations; it will be up to every feed manufacturer to maintain that confidence or get out. And they are so confident they appropriate \$30,000 to prove they are right.

Convincing Proof

can be shown you that the

Charles Francis Press

in the Printing Crafts Building, 461 to 479 Eighth Avenue, New York City with its half-million dollar printing plant of the latest and most modern machinery and its organization of Master Printers, is the one place to get just what you are looking for in SERVICE and QUALITY.

ART WORK PERIODICALS
PROCESS COLOR CATALOGS
HOUSE ORGANS BOOKLETS
PUBLICATIONS FOLDERS
ADVERTISING COMPOSITION
and COMMERCIAL PRINTING

Telephone 3210 Greeley

and arrange to spend an interesting hour in going over the plant. No obligations.

Valuation of "Elderly Men in the Forties"

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA, August 22, 1917.

Editor of PRINTERS' INK:

Your friend, "Forty-four" and your other friend, "Forty-eight" will undoubtedly join with you in the organization of a league for the promotion of peculiar qualifications possessed by men who are in the "forties."

Were this league to call in an advertising specialist, he would likely advise them that the business market of today was misguided and poorly informed as to the working capacities and abilities of more mature men.

A campaign might be outlined wherein physical, mental, and psychological tests would show that men in the forties were particularly adapted for certain fields of work from which they are precluded on the argument that "it needs a younger man."

Factories once estimated their coal expenses "by the ton." Now they use a measurement based on "heat-producing units." Business may some day discover a better method of valuating men than by guessing at their capacity on a basis of "years in the harness."

I have read several inflamed protests from men over the draft age who, despite their thirty-five or forty or forty-five odd years, claim to be "fit" in every sense of the word. And I imagine that men are being eliminated from possible accomplishments in business because some misguided judge deems youth the one essential that presupposes efficiency, endurance, imagination, enthusiasm, and other success essentials.

In business, the cry is for "business pioneers." I wonder if our young men, who are nipping at the heels of older men, to get their positions, could be inspired and directed to "pioneer" and break into a new field and try themselves out.

But maybe I have taken your friends, "Forty-four" and "Forty-eight" too seriously.

R. S. FROTHINGHAM.

Ingersoll Injunction Against Hahne Continued

In an opinion recently filed, Vice-Chancellor Lane, of New Jersey, denied a motion to dismiss an action brought by Robert H. Ingersoll & Bro., to enjoin the sale for \$1 by Hahne & Co. of Ingersoll watches priced at \$1.35. He held that the complainant concern has the right, under Chapter 107 of the Laws of 1916, to fix the price at which its product shall be sold.

The act, he said, declares the public policy of the State of New Jersey as distinguished from any policy of the United States. "Unless," he said further, "the article is the subject of interstate commerce, I am not bound by the opinions of the Supreme Court of the United States." Restraint in the case is continued by the vice-chancellor until final hearing.

--advertisement composition

TO be original in copy is the one part of an advertisement. Getting selling power into type and engravings without the loss of dignity to the advertiser is a big job.

Gilbert P. Farrar author of "The Typography of Advertisements that Pay" has charge of our Service Department. Mr. Farrar is considered an expert on this subject and we believe that you'll find that he can help you get real sales producing advertisement display.

When you have some important message in print try our typographical display service.

ARROW PRESS

INC.

"Salesmanship in Print"

Advertisement Composition
Direct Advertising Literature
Booklets Catalogs
House Organs

318 West 39th Street
NEW YORK CITY

Tels. Greeley, 329, 330, 331

MORE BUSINESS THAN USUAL

TOWN AND COUNTRY shows the biggest gain in advertising volume during 1917 of any year in its history.

January to August inclusive TOWN AND COUNTRY published 450,485 agate lines of paid advertising—a gain over 1916 of 65,721 agate lines and over 1915 of 165,478 agate lines.

Exclusive of women's publications this gain in volume of TOWN AND COUNTRY is over 100 per cent greater than that of any other publication in the class field.

Franklin Coe
Publisher.

New York: 8 West 40th Street.
Chicago: Westminster Building.
Los Angeles: 318 Delta Building.

Putting "Reason-Why" Copy in the Window Display

Sales Windows That Do More Than Show the Goods

By Irwin L. Rosenberg

Of The H. W. Gossard Co., Inc.

THE majority of window trimmers instead of telling a story about the merchandise, make an attractive picture with the merchandise.

Can we sell merchandise by just displaying it attractively? If we merely made pretty designs in our full-page advertisements with zinc and half-tones of the merchandise, instead of saying something about it, we would not hold our jobs

the shoes will probably fit your feet, why they will fit your feet, whether they are stylish or not, why you should buy them, etc. The same holds true with windows displaying corsets, ready-to-wear, sporting goods, etc., etc. If merchants used the same principles in hiring their store sales force and in their store advertisements the majority of sales people in our retail stores would be deaf and



"REASON-WHY" APPEAL IN THE WINDOW

long as advertising men. Surely merchandise which we want to sell, whether it is through the medium of the show window or the sales person, should be attractively displayed. But that is only a small part of the selling canvass.

Analyze the average shoe window as you would a salesman. Classify its selling arguments. What are they? "Shoes," that's all. It does not utter another word. It does not tell you that

dumb mutes, and most retail store advertisements would be masses of white space with such highly descriptive copy as the words "Shoes for sale" or "We sell corsets," etc.

Would you think of buying full-page space in a newspaper or magazine and just say, "Pretty Shoes" or "Nice Corsets" or "Splendid Hosiery," etc.? Surely no sane advertising man would, yet every day window trimmers

are doing that same thing in their show windows and pride themselves on their beautiful displays.

Of course, they are beautiful, but does the public appreciate the trouble that is taken to give them *beautiful* effects? Has a window ever sold you a piece of merchandise because it was *artistically decorated*? I do not mean that show windows should disregard the basic laws of artistic arrangement any more than well-laid-out advertisements should. I mean that selling value should not be

Now let us analyze it carefully, and see whether we can create the same *desire* for the merchandise in the mind of the prospect who passes the window.

Bear in mind that in the newspaper advertisement we were trying to sell the heavy woman.

The headline "If you want to reduce" immediately attracted her attention. Tell any heavy woman of a method of "reducing" and you have her undivided attention. This is our point of contact, and we held her attention because we

told her just *how* she could reduce in a Gossard corset and *why* it would make her look lighter.

This copy brought many heavy women into our stores. It *sold* them corsets.

Since this copy pulled so well is there any reason in the world why a window which hundreds of women pass every hour should not do the same thing?

The question is answered in the window illustrated on page 67. Notice that the same basic appeals used in the advertisement are brought out strongly in this window display.



ANOTHER "REASON-WHY" DISPLAY

sacrificed for the sake of art.

Most windows are "show windows." They should be "sales windows."

It is the simplest thing in the world to plan a selling window, to inject "reason-why" copy in the display. Take any good advertisement, one chock full of "reason-why" copy, which brings the customer into the store. By using the same basic appeals why can't the same results be had with a strong window display? The accompanying illustrations, I believe, will clearly demonstrate this point.

We recently ran an advertisement appealing to heavy women in the daily newspapers which brought an excellent response.

Let us take a moment to analyze it as it is an ideal specimen of "reason-why" window display.

The bromide enlargement in the center of the window of a tall, heavy woman might be called the "headline." The purpose of this was to attract the attention of every woman passing the store—and it did. The psychology of it is simple. If you have ever noticed a heavy woman passing another heavy woman on the street, you will quickly see the point. Invariably she will turn around and look at her, either with a feeling of pity because the woman is heavier than she, or if the other woman is better corseted envy her smartly tailored lines. Keeping this in mind, then, the most logi-

Announcing a *Sunday Edition*
OF THE
SYRACUSE POST-STANDARD

Beginning with September 2nd

The POST-STANDARD will be published hereafter daily and Sunday (instead of six days per week as formerly).

The first number of the *Sunday* POST-STANDARD will be on Sunday, September 2nd.

The publication of the Sunday POST-STANDARD is in response to thousands of requests from readers of the daily edition. They recognize in the POST-STANDARD the leading newspaper in its territory. The one newspaper to give them all the news in the most thorough manner.

The Daily POST-STANDARD has by far the largest circulation of any newspaper in its territory and the *Sunday* POST-STANDARD will no doubt occupy the same position in the Sunday field.

J. D. BARNUM,
PUBLISHER.

Amesbury Inc.

NEW YORK

CHICAGO

BOSTON

DETROIT

Here Are Figures That Will Keep You Out of Mistakes in Dayton

Our most recent house-to-house poll of Dayton to obtain direct newspaper circulation data covered

4313 Homes.

Reasonable territory was covered in the eight sections of the city, giving representative results. Following are the figures:

DAILY

Number Reading—

News only.....	2473
Herald only	850
Journal only	83
News and Herald.....	98
News and Journal.....	499
News, Herald and Journal..	182
Herald and Journal.....	128

Total4313

Total News	3252
Total Herald	1258
Total Journal	98
Total Journal and Herald...	2150

Since above poll was taken all dailies have gone to 2 cents and as a result (according to A. B. C. reports), The News has gained and both other papers have lost circulation.

SUNDAY

Of the above total 3730 read one or both Sunday papers regularly, as follows:

News only	2162
Journal only	1072
News and Journal	496

Total3730

Total News	2658
Total Journal	1568

When two papers are offered you in Dayton and you think the proposition looks better than The News, just consider the prestige of The News as disclosed by these figures—and remember, also, that The News alone, with its larger service than the other two papers combined, costs less money.

When you use The Dayton News and Springfield News, you cover Dayton and Springfield most effectively. Combination rates.

News League of Ohio

DAYTON, OHIO.

New York I. A. Klein, Metropolitan Tower.
Chicago John Glass, Peoples Gas Bldg.

cal thing to put in this window as the "headline" to attract the eye of a heavy woman would be a photograph of a woman of large proportions.

"REASON-WHY" IDEA THROUGHOUT

Only two corsets were displayed in this window, one showing the back view, the other the front view. Directly under the bromide enlargement was a card of an excellent quality of mat-board.

On this card the following headline was lettered: "Why Tall Heavy Figures Find Perfect Satisfaction in Gossard Corsets"; then six strong reasons were given why heavy women needed this corset—the same reasons that were given in the advertisement. The reasons on the left side of the card referred to the back of the corset, the three on the right side of the card to the front, so the eye could easily follow from the card to the corset displayed, as each point was mentioned.

One other card gave the prices of the merchandise and three other good "reasons why" a stout woman should not be without this corset. The other card said, "An expert Corsetiere who understands the problems of the tall heavy figure will deem it a pleasure to fit you without obligation." You see it told the heavy woman that there were people in the store who understood her problems.

It was thought at first that there was a little too much copy on the cards. To check this the writer stood in a doorway next to the window for about an hour. He noticed that the heavy women who passed were not only attracted to the window but they read every word on the card, and they came into the store and bought corsets.

The Annette Kellerman window display shown on page 68 was another one which attracted a great deal of attention. Crowds were in front of this window all day long.

The display was simple, in fact only one corset was shown.

At the time this display was put in, Annette Kellerman was being featured in Chicago in a well advertised photoplay. In fact, the producers were advertising An-

nette Kellerman's perfect figure more than the play itself as they claimed there were only three perfect figures in history, Cleopatra, Venus de Milo and Annette Kellerman. Women were beginning to associate Annette Kellerman with "perfect figure"—they became curious and wanted to see this woman with a form of perfect proportions.

Annette Kellerman wears a Gossard corset. We had a letter from her in our files, giving a brief statement of what she thought of the corset. What could be more logical for us to do than "cash in" on the Producers' publicity? What we tried to do in this window was to have the women associate Gossard corsets with "perfect figure," so when they thought of Annette Kellerman they not only thought of "perfect figure," but of Gossard corsets as well.

We obtained a large oil painting from the exhibitors, and had a bromide enlargement made of her testimonial which was fastened in the upper left-hand corner of the picture. In the left part of the window was a show card which contained the following copy: "This is the Gossard model worn by Miss Kellerman." On this card was mounted the corset worn by her in very much the same style as a museum would exhibit a rare specimen. On the other side of the window a show card with the following copy was placed: "A Gossard corset can do for you exactly what it has done for Miss Kellerman. It will not only give you charming graceful lines but will keep your figure trim and youthful. Prices, \$2.50, \$3.50, \$5.00 and up."

It is needless to say that this window also sold corsets. Woman after woman came into the store, and asked for the "Annette Kellerman model," referring directly to the window display.

The two windows illustrated in this article, I believe clearly illustrate what I mean by putting "Reason-Why" copy in the window. The same ideas can be applied in any line of merchandise, and I believe that it will be only a short time, when "Reason-Why"



"Victory is to the General who concentrates the strongest force at the most vital point."

Let Napoleon's battle maxim be your advertising maxim—concentrate your British advertising in "PUNCH."

You will agree that whatever their personal or political predilections be in their choice of other journals, all the individuals of cultured taste concentrate upon "PUNCH" for their lighter reading.

Obviously these people constitute the upper stratum of society—the men and women of means.

Equally obviously, if you must cut down your advertising, this is the market you can least afford to lose.

My advice in these advertisements is backed by over 40 years' experience. I firmly believe that given such a medium as "PUNCH"—world-wide in its influence with the well-to-do—concentration upon that medium, continuity in its use, and the employment therein of dominant spaces would abundantly profit every advertiser of high-class goods or service.

ROY V. SOMERVILLE

Advertisement Manager, "Punch"

10 Bouverie Street
London, E. C. 4., England

window displays will be as common as "Reason-Why" advertisements.

As soon as manufacturers begin to make the dealers realize that their windows are valuable *advertising* space and not *storage* space, more and more retail merchants will wake up to the fact that their windows can profitably be placed upon their store sales force.

The retail dealer, thanks to our trade papers, is gradually being educated to the science of modern merchandising. He is beginning to take pride in his windows. Most windows are past the barbarous stage of helter-skelter display in which every article in the store is tossed into them. The majority of dealers are now taking pains to make their windows attractive. That is only one step in the selling argument, and they should be educated to finish the selling canvass by making their windows hold interest and create a desire for the merchandise displayed. When that is done their windows will then *sell goods*.

It will be a matter of a comparatively short time when the "show window" will be a thing of the past, and the "sales window" the dominating factor of the future.

Death of George F. Watt

George Frederick Watt, president of the Elliott-Fisher Company, Harrisburg, Pa., died in Philadelphia August 19th, aged fifty years. He was a printer in early life, and in 1893 joined the Baker-Vawter Company, advancing from superintendent to sales manager and finally vice-president. In 1907 he was appointed vice-president and general manager of the Elliott-Fisher Company, and six years later became head of the company.

H. M. Appel in Officers' Camp

H. M. Appel, sales and advertising manager of the Black Cat Textiles Company, has been called to the second Officers' Training Camp at Fort Sheridan, Ill. For the time being, E. J. Hansen, second vice-president of the company, will assume Mr. Appel's duties.

Bentley Barbour, assistant to Mr. Appel, has been called to the National Army.

A Railway's Lessons in Public Service Finance

The Schenectady (N. Y.) Railway Company is running a series of sixteen newspaper advertisements, on a three-times-a-week schedule to instruct the public upon the alleged necessity of increasing the street-car fare to six cents.

One advertisement tells in simple language that is readily understandable by the average man who is not a banker or an investor why the railroad's property will run down if the company cannot maintain its credit. The investor will not be attracted if the return on his money is too low and increased income is needed at present to improve the return which the company is able to make on money invested.

Two other advertisements go into details regarding "watered" stock and capitalization compared with investment. A portion of one of these ads will indicate how a complex problem is made simple:

"The reports of the Public Service Commission show the amount of money invested in the railroad property. They also show the securities outstanding.

"These records show that the Schenectady Railway Company has invested in its property, including track, rolling-stock, buildings, rights of way, poles and wires, the money paid for franchises, etc., in round figures, \$7,300,000.

"Against this are issued:

Outstanding bonds... \$2,676,000

Outstanding stock... 4,100,000

"This shows that there has been paid into the property \$524,000 more than the securities outstanding.

"Before the stockholders get one penny from the revenues of the company, wages and other operating expenses must be paid; taxes must be paid; interest must be paid; allowance must be made for reserves to replace worn-out property, and provision must be made for a surplus to meet unforeseen contingencies.

"In the past, by careful, economical operation, our company has been able to pay dividends to the stockholders.

"Wages have been going up; prices of supplies have been going up; taxes have been going up, as everybody knows. Reserves must be increased to properly insure your service and provide for necessary developments.

"We want to provide for these necessities and at the same time must pay fair dividends in order to attract new capital for needed improvements."

Murdock on Federal Trade Commission

Victor Murdock, editor of the *Wichita, Kan., Eagle*, has been appointed by President Wilson to the place on the Federal Trade Commission made vacant by the death of Will H. Parry.

Effective September 1, the Springfield *Illinois State Register* will be represented in the Eastern part of the United States and Canada by Verree & Conklin, Inc., New York.

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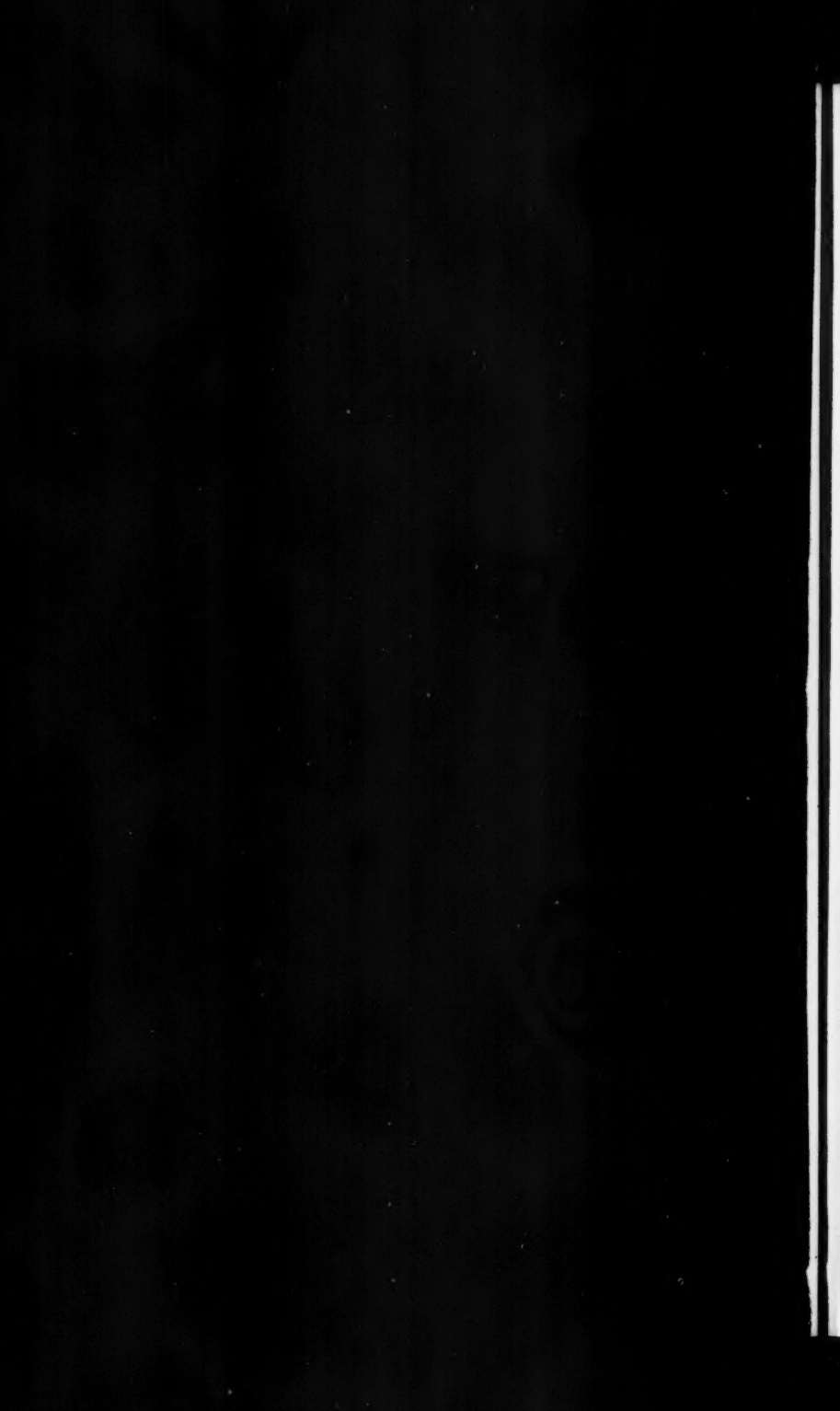
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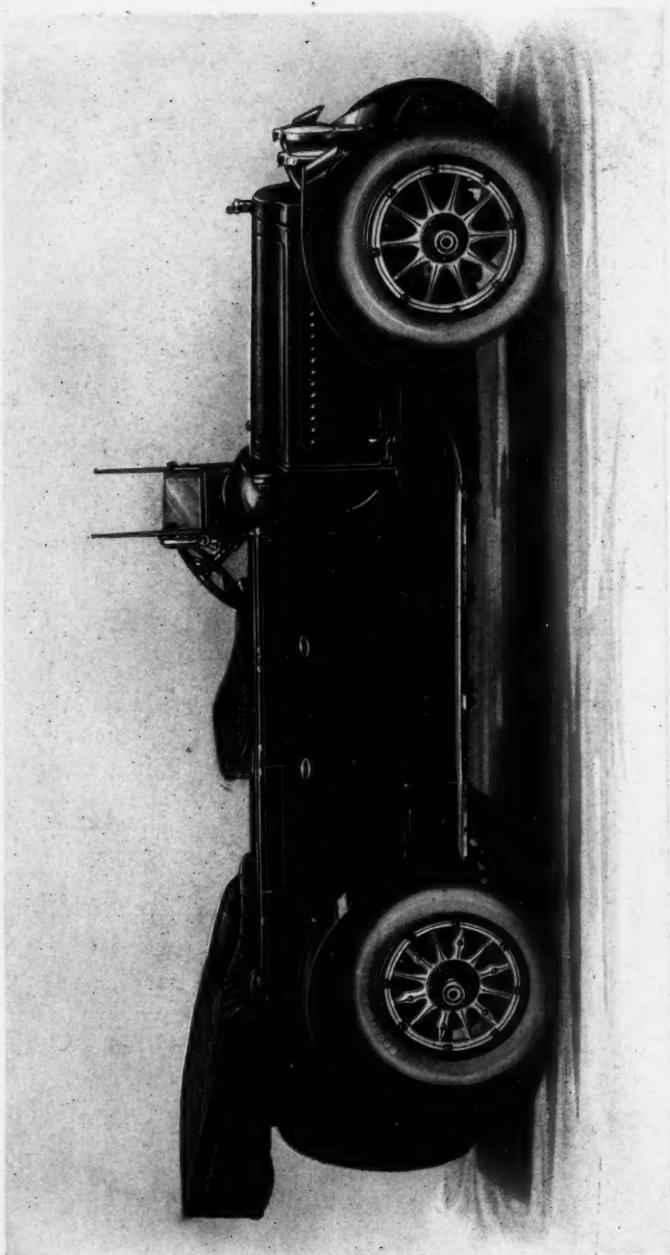
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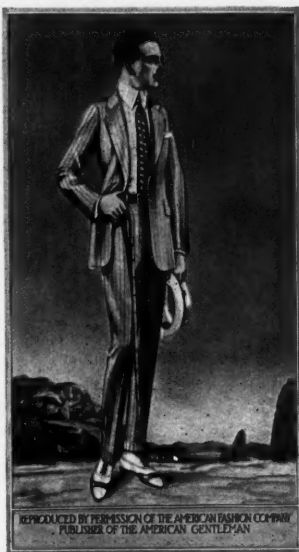


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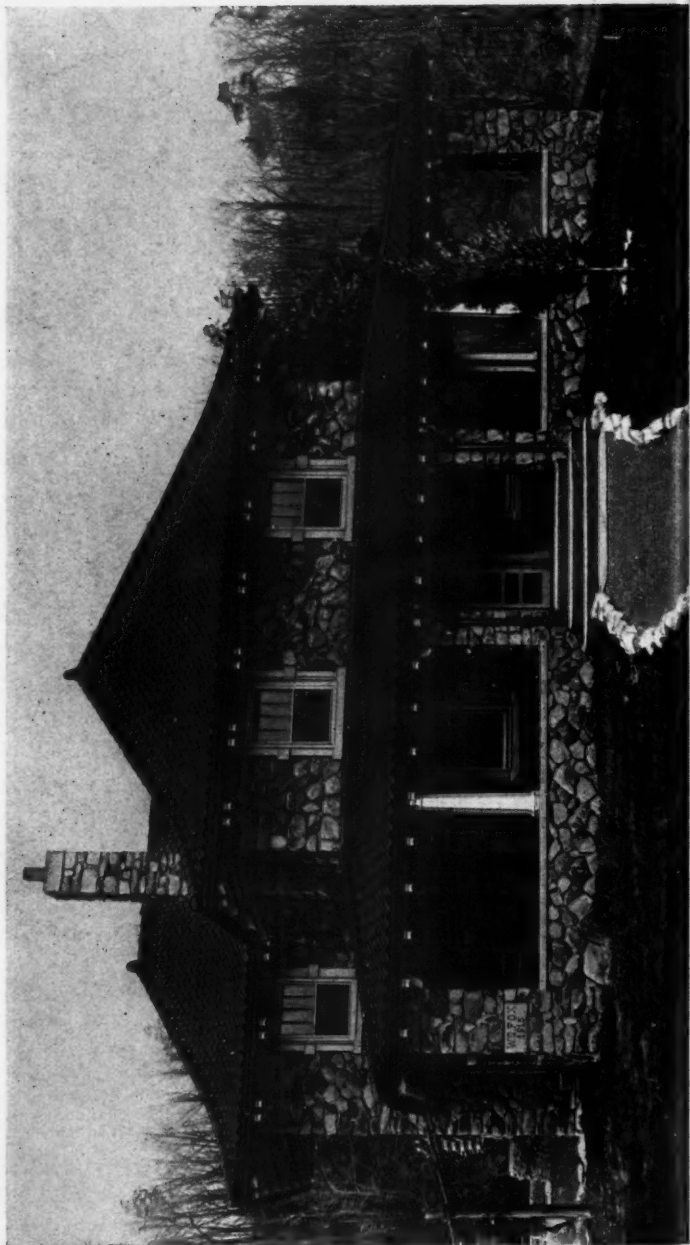
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NTIN HOUSE, INC.
RAFTS BUILDING, NEW YORK



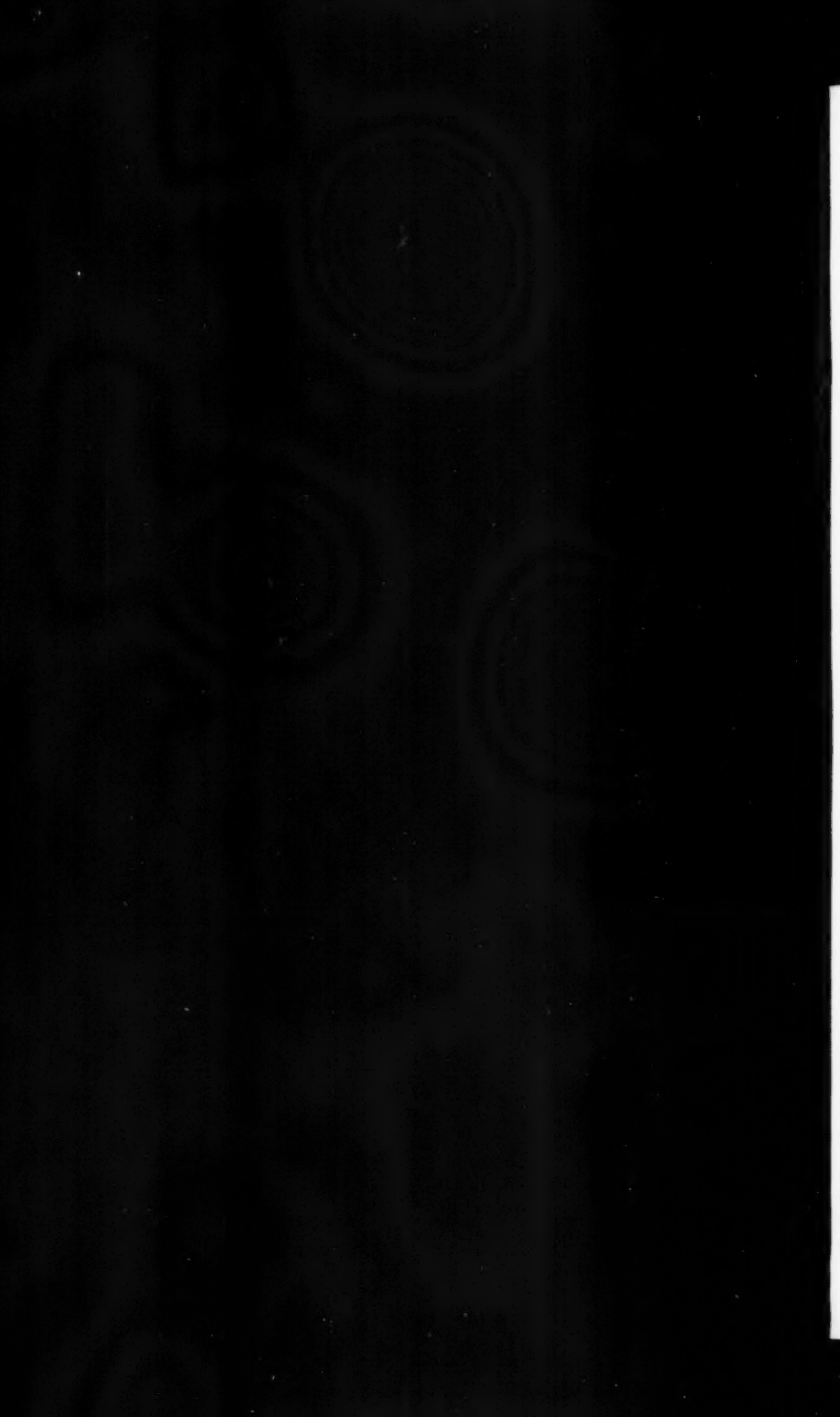


DESIGNED, ENGRAVED
AND PRINTED BY FOX PRINTING HOUSE, INC. BUILDING, NEW YORK

DESIGNED, ENGRAVED
AND PRINTED BY

FOX PRINTING HOUSE, INC.

PRINTING CRAFTS
BUILDING, NEW YORK



Timely Advertising by Makers of Food Preserving Outfits

Manufacturers Who Are Taking Advantage of Government's Conservation Propaganda

SELDOM in these days does a big national problem loom big in public thought and discussion that it does not begin to affect advertising. Advertising copy is a most accurate pressure gauge of the public mind or state of affairs. Take the economy note in present-day copy, or the martial accents of text and picture. A public official rarely utters a significant sentence that does not find its way into somebody or other's copy.

Such situations, again, often pave the way for new advertisers and open bigger markets for old products which manufacturers may have considered as not worth advertising. Obviously their benefits for the man who has already been advertising are greatly enhanced.

This has been the effect of the widespread agitation for conserving our greatly increased supply of perishable produce. This season has found at least a dozen manufacturers of home-canning devices and dehydrating outfits advertising in some of the general magazines and newspapers, but more particularly in the farm papers—some for the first time. And just as the war is calling from retirement ancient shellbacks of sailors, and raising old hulks from harbor bottoms, it is bringing back into the field food-preserving devices long off the market for lack of demand. In other cases where a manufacturer had been making larger units for commercial use, he has added smaller ones for the home, trying to capitalize the enormous publicity accorded the subject at the instance of the U. S. Department of Agriculture and Mr. Hoover.

Among the companies that have been and are still advertising products of this nature this year are Burpee & Letson, Ltd., of South Bellingham, Wash., makers of a can sealer; the Biddle Gummer

Company, of Philadelphia, advertising a patent canner; the Butler Manufacturing Company, of Kansas City, manufacturer of canning outfits; the Northwestern Steel and Iron Works, of Eau Claire, Wis., which make canners; the Evaporator Company, of New York, selling agent for the E. B. Farney Company, of Waynesboro, Pa., which has brought out a home dryer; the Granger Sales Company, of Philadelphia, whose dehydrator has enjoyed probably

SAVE THE FRUIT AND VEGETABLES



*No Oven Is Big
No Sugar
No tedious work
over a hot stove.*

**American
Fruit and Vegetable DRYER**

*The Price of a few
cents pays for this Dryer.
Lowest priced Dryer on the market.*

Why Throat?

- Preserves
- Cans
- Grapes
- Peaches
- Apples
- Strawberries
- Blackberries
- Tomatoes
- Apricots
- Plums
- Cherries
- Condiments
- Curries

Free Booklet "How to Dry Fruit and Vegetables" sent on request.

AMERICAN SASH & DOOR COMPANY,
5000 East 10th Street,
KANSAS CITY, MO.

FARM-PAPER ADVERTISING FOR FRUIT AND VEGETABLE DRYER

the largest advertising backing of any this season in farm and women's publications; the Royal Canner Manufacturing Company, of Cincinnati; the Dehydrator Manufacturing Company, of New York, and the American Sash & Door Company, of Kansas City, which has been using full pages in farm papers for its dryer. These outfits range in price from around \$3 upwards.

Then there are the "accessory" advertisers, such as glass jar makers, the Boston Woven Hose & Rubber Company, of Cambridge, Mass., maker of Good Luck red rubber rings, and the American Sugar Refining Company, with its "Save the Fruit Crop" campaign.

It will be noticed that the honors are about evenly divided between canning and evaporating outfits. Of the latter, several have been put out to meet the situation caused by a threatened shortage in tin can and glass containers, and further because of the agitation for dehydrating perishable

its sales work, started in April to advertise in a list of farm papers, despite difficulties in getting labor and some materials.

"In the early part of this season," F. W. Burpee informs PRINTERS' INK, "we found it difficult to secure cans for use with this machine. At one time we thought we would have to stop manufacturing the machine on this account. We took the matter up with the United States Department of Agriculture, and they worked out a plan by which it was necessary for the can manufacturers to supply us with all the cans required for the use of canning clubs and for farmers and individuals wanting them for home canning purposes.

"Most of the State Club Leaders from the different agricultural colleges have this machine and are demonstrating it to Club Leaders. In addition to this, it is our intention to have demonstrators in the field when we are sufficiently advanced with our manufacturing to enable us to fill all orders when received. The demand has been greater than our ability to supply machines up to the present time."

That its advertising struck when the iron was hot is also the testimony of the Toledo Cooker Company.

"We have spent an insignificant sum advertising in behalf of our Ideal home canner and steam cooker," the company writes. "The results obtained far exceeded our fondest expectations. Our factory is operating night and day."

ADVERTISING WAS AFFECTED BY TIN-CAN SHORTAGE

One advertiser, on the other hand, confesses that he curtailed his appropriation because of the tin can situation.

"Our campaign is no longer, and in fact is not as long as we ordinarily use," said E. R. Hamilton, general manager of the Northwestern Steel & Iron Works. "Our advertising is usually laid out in January, and the advertising is commenced in April, running through to the first



National
STEAM PRESSURE
CANNING OUTFITS

Housekeepers, farmers, growers—everybody can save and make money preserving meats, fruits and vegetables with a National Outfit. Makes cheapest and toughest meat-cuts tender and delicious. Preserves fruits and vegetables without waste or spoilage. Use glass jars or cans. Simple—safe—economical. Outfits for home or larger. Write for details stating what you will can and capacity desired.

Northwestern Steel & Iron Works, 821 Spring Street, Eau Claire, Wisconsin

CANNING OUTFITS ARE ADVERTISED IN THIS MANNER

produce that never could be canned, and that ordinarily spoils on the producer's or consumer's hands, or is ploughed under. Around fifty per cent of such produce is wasted annually in this country, according to authentic sources of information, which might just as well be dried and conserved against the winter. But while the tin-can shortage threatened some of the advertisers, the Government so arranged matters that purchasers and users of such outfits would be assured a supply of tins sufficient for their requirements.

This is what has helped to solve the situation for Burpee & Letson, Ltd., whose advertising of a home can sealer was one of the earliest of the campaigns to start. This concern, which recently opened a Chicago office to extend

Nineteen Southern Army Camps Boost Advertising Conditions

THE United States Government is doing wonderful things for the South these days.

It is locating one or more cantonments (army towns) or mobilization camps in nearly every Southern state.

The soldiers of all the New England states, as well as New York and Pennsylvania, instead of being mobilized and trained within their own borders, are to be sent to join their comrades in these Southern camps.

In addition to the seven Southern cantonments and two officers' training camps, there are twelve mobilization camps and a base hospital.

No estimate can be made of the amount of money these camps will put into the pockets of the Southern people. It will run into hundreds of millions.

The payroll of the soldiers in the seven Southern cantonments alone amounts to \$14,000,000 a month. Much of this will be spent in the South.

The rations for the men in the seven cantonments will cost the Government \$112,000 per day. Most of this will be spent in the South.

Even the building of the cantonments themselves has been a source of immense profit to the Southern market. Each camp requires 21 carloads of nails and hardware. From this item you can form an idea as to the requirements of lumber and other building materials, besides cots and mattresses for 280,000 men, refrigerators, heaters, stoves, electrical supplies and materials necessary for the building of roads and railroad tracks.

With these facts in view, an advertiser who is seeking the most fertile field for a campaign of publicity, cannot fail to be impressed with the *exceptional* attractiveness of the Southern territory where money is more plentiful among all classes than ever before in history. All the leading newspapers in Dixieland should be included in his list this fall.

For detailed information as to distribution, sales areas, rates, etc., write to

Southern Newspaper Publishers' Association

W. C. JOHNSON, Secretary

CHATTANOOGA, TENN.

[Prepared by the Massengale Advertising Agency, Atlanta, Ga.]

of September. Our business in this line is quite largely mail-order, but advertising is also used to assist our various jobbers. The lack of tin cans is one reason why we did not extend our advertising campaign in the spring, as it lost us a good many sales.

"The present agitation in the way of conservation of foodstuff has undoubtedly stimulated business on our smaller sizes of canners, but has had no particular effect on the larger sizes of canners, for which there has always been a big demand."

While as this writer admits, the tremendous publicity obtained on the subject of preserving has had an effect on the marketing, something more than publicity is absolutely essential to "follow through."

For example, the Department of Agriculture has a list of manufacturers of all this kind of outfits to which it refers inquirers, and not a few orders come to the makers from this source. This is bringing the prospect to the maker, for sure. On the other hand, some of the manufacturers feel that the subject has had a lot of wind, but not enough power. One maker of a dehydrator complained that the subject has had prominence at the expense of practical explanation. Not enough that is definite is known generally on the subject, he feels. Many of the enthusiastic customers, he said, were of those who were impressed with a patriotic duty to perform, but who could well afford to buy food at any price, and enjoyed their outfits as a hobby, while thousands who really ought to have them know little about them or why they should have them. He

remarked that the subject of dehydration has not had enough painstaking educational work behind it—that a woman may buy an outfit, throw in some vegetables or fruit, go to the movies and expect the stuff to be properly dried when she gets home, whereas evaporating fruits and vegetables is a subject for careful work and attention. As yet no manufacturer of evaporating devices has seen fit to appropriate a sufficient sum for this purpose, nor is likely

to, as the margin of profit with materials at present prices is small, and as competition is potentially great, because the basic patents long since ran out. Moreover, it is not hard to manufacture an efficient evaporating outfit at home.

At the same time, the need of proper education on the subject has had its effect on the marketing methods used in selling these outfits, and many of the companies have been fortunate enough to have had their products demonstrated by National, State, county and community organizations, by gas companies, at canning clubs, in de-

partment stores, etc. Some of them were also accorded attention, although not by name, in Farmers' Bulletins 839 and 841 of the U. S. Department of Agriculture on "Home Canning by the One-Period Cold-Pack Method," and "Drying Fruits and Vegetables in the Home."

These books have served in several instances as the basis for much of the educational literature put out by the manufacturers.

One company that has been successful in getting demonstrations

(Continued on page 85)

**For "Hot Pack" or
"Cold Pack"**

Use GOOD LUCK Rings

Open Kettle Method

This is the way preserving has been done in the past and the way most familiar to all housewives.

The fruit is cooked gently in a preserving kettle until tender and thoroughly cooked. It is then packed while hot into jars which are filled to the brim with boiling syrup or brine as the case. The jar sealed by screwing or clamping the top against a rubber ring which keeps the air from entering and the fruit from spoiling.



**GOOD LUCK
RED RUBBER RINGS**

have proved their value in the open kettle method of preserving, and are used by millions of housewives who want a ring that can be trusted to keep their food perfectly.

Cold Pack Method

This is the process of canning taught by the United States Department of Agriculture.

The fruit or vegetables are boiled, washed or blanched, then put into the jars. The jars are filled with syrup or brine, covered, the rings are put in place, the jars are sealed by screwing or clamping the top against a rubber ring for a perfect vacuum.

For a complete description of the "Cold Pack" method, which is more, safer and more scientific than the old way, is fully described in the new edition of our book, "Good Luck in Preserving."

GOOD LUCK Red Rubber Rings

are the best rings for standing the high temperatures in which they are subjected in the Cold Pack method. They are used by demonstrators of the United States Department of Agriculture and by leading experts in home canning.

These rings are made in the U.S.A. under U.S. PATENT 1,812,111, and are made of the best material available. They are sold by all dealers in preserving supplies.

**BOSTON WOVEN ROSE AND RUBBER COMPANY
CAMBRIDGE, MASS.**

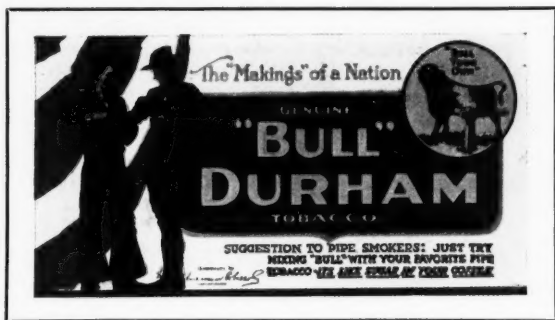
COPY TO ADVERTISE A CANNING ACCESSORY

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The Story of A Sackett & Wilhelms Job

Written by
The New Advertising Man

IN the first talk I had with the President, he casually referred to a recent job. Later we saw, in the specimen room, a sample of "The Makings of a Nation" poster which is now on the bill-boards. He told me that was the job he had referred to, but, do you know, it took me a week of digging, first at one man, then at another, to collect all the details and realize that here indeed was a fine example of the power of a perfectly rounded organization.

The fact is, this job, which struck me so forcibly because of its size and requirements, passed off with the older employees as a regular matter of daily routine and lost its staggering proportions through close contact. This is just another way of saying I was up against a well balanced, smooth running machine, functioning so perfectly that it did not realize its own power.

Here's the story:

About a month ago a call came one morning for one of our officers to see the American Tobacco Company at once.

Over on Fifth Avenue, forty minutes later, their Purchasing Agent said, "There are six of these poster subjects. I want 2,700 each of 24-sheet size. If you want the job, name your price and time limit,—and I'll tell you Yes or No."

Sounds easy. But wait!

Twenty-seven hundred each of six posters; that made sixteen thousand in all. Our man got out a pencil. Yes, I admit, he did not do it all in his head; accuracy goes into this work.

Two hundred and fifty thousand sheets of paper. How many houses could to-day say, "That's all right, the paper's in our stock room"? But this is one thing which *had* to be so to land this job *and deliver it on time*.

Six subjects, averaging between four and five colors each, 24-sheet size.

That figured out 300 aluminum plates for lithographic reproductions. Our man did not turn a hair. He *knew* just where each large aluminum sheet was at that very minute; where it would be 24 hours later, and just when he could swing it into line on this series. "And," he thought, "there are those new plates, the lot we got in just by luck [Not a bit of it—no luck in this business.] just before the gate shut and aluminum went out of sight. They'll go in on the No. 1 poster. They are big and thick and horses for work and they will come around through the grinding and resurfacing room and fall in again as 4b-c-d, etc., on the fourth subject"—but what's the use, our man called each of those plates by name as he went on with his figures.

Ink. That was no item at all in the old days, but, you know, there's war on. Here's another little figure that goes down on the list. 2,500 pounds of ink. Now-a-days nobody carries on hand that much ink of just certain colors, but our man knew where that quantity was and just the kind of noise to make to have it put in our shop on time. Down went the ink figure.

Artists. Whoa! Three hundred plates to be worked on. And artists have temperament. No! that's an exploded theory. Our artists have esprit. They are part of the whole. They play the game. You bet they do! Our man in the Fifth Avenue Office could see them playing the game on that army of plates as drill sergeants play the game on a bunch of rookies up at Fort Slocum; sometimes two, sometimes three working on one plate at the same time. Yes, the artists were all right. No trouble there.

Presses. Good ones too, single color, two color and three color presses, a big battery of each kind, all in A-1 condition. And pressmen? Now you're talking! Our man grinned here. With such men to count on he could plan with confidence. They just eat up the work, because they earn bonuses for

quantity *and* quality. In this place those things are lacking entirely if a job runs behind time.

Next came the matter of collating, trimming, wrapping and shipping, for this job was to be delivered, completely finished, in small consignments to something over 1,200 points for quick posting, a big order in itself but a mere incident for such an organization as is found in our bindery, accustomed to handling everything from posters like this to the most intricate cutouts and tiny labels.

Well, there you are; our man drew his last line and looked up.

"This job will cost you just so many dollars," he said, "and I'll begin delivery in twelve days and finish just two weeks from to-day, Wednesday."

Yes, that's what he said, and about forty minutes after he went into the office he came out with the sketches. Two weeks from that day the trucks delivered the last of the posters, and on the next page you can see what the American Tobacco Company says about the job that went through on time, and did not break anything doing it.

NOTE:—The above is the correct story of a job which went through our shop last May. Early in August, The American Tobacco Company accorded us the printing of a second series of Bull Durham posters.

The small picture on page one reproduces one of the first series, that on the next page one of the second series, delivery of which began on August 20th. The satisfactory fulfillment, on schedule, of this second order effectually removes these jobs from the stunt class and confirms their regularity.

If you are interested in knowing more about the work of an organization which accomplishes such results in printing everything from 24-sheet (bill board) posters like these to tiny labels; magazines to car cards; life size cutouts to die cut folders; in one color or twelve and gold; by typography, lithography, photo-lithography, off-set or rotogravure, just ask us to put you on our mailing list.

And when you need our kind of service write or wire us.

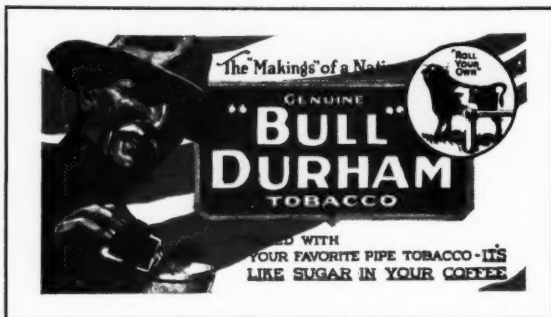
SACKETT & WILHELMS CORPORATION,

Grand Street and Morgan Avenue,
Brooklyn, N. Y.

New York City
Philadelphia

Boston
Detroit

Chicago
Washington



CABLE ADDRESS:
AMTOSH
HOME OFFICE
JERSEY CITY, N. J.

HAB:AMH

The American Tobacco Company
INCORPORATED
111 Fifth Avenue

May 7th, 1917,

ADDRESS REPLY TO
SUPPLY DEPARTMENT
PRINTING

Sackett & Wilhelms Corp.,
70 Fifth Ave.,
New York, N. Y.

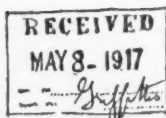
Gentlemen:-

We are pleased to make special acknowledgment of the remarkable execution by you of our order for Bull Durham Posters of novel and inspiring patriotic design in record making time and perfection of finish.

Very truly yours,

SUPPLY DEPARTMENT

BY *H. A. Rudeman*



in the household furnishing departments of department stores is the Dehydrator Manufacturing Company, of New York. This outfit was frankly revived on the strength of the present crisis. The father of L. B. Joseph, the present marketer, used to manufacture it forty years ago, but it has been off the market for twenty-eight years. He has been able, because of the present situation, and the attendant interest, to get demonstrations by his own men in a dozen or so different large department stores. Those events are well advertised by the stores as general interest leaders. Where he cannot send his men, he sends the merchant a type-written manual of directions, with a little selling talk on the side.

The National Commercial Gas Association in the early days of the agitation laid out a plan of campaign which a number of gas companies are following for promoting home canning and preserving (and incidentally the flow of gas). These campaigns were planned to run from June to November, and include the use of posters and folders—thousands of which have already been distributed and placed—window displays, office demonstrations and lectures, and newspaper advertising.

In many cases the farm papers have carried display advertising of their own on the subject in general, to start community food preservation, one remarking that "canning day is a rival of the old-time quilting bee!"

Big Farm Paper Drive For Furnace

The Monitor Stove and Range Company, of Cincinnati, is advertising its Caloric pipeless furnace in farm papers. Big-space copy is appearing, including double-page spreads.

Neff an Officer of Salesmanship Congress

The board of directors of the World's Salesmanship Congress has appointed Bentley P. Neff, sales manager for F. A. Patriek & Co., Duluth, first vice-president.



Preparing the seedbed with mechanical power—the ideal way.

Just Results From Power Farming

Bringing us inquiries at a cost of \$1.59 against an average cost of \$3.85 each in 16 publications—the lowest cost experienced by us.—Dauch Mfg. Co. (Sandusky, Tractor.)

We have secured a very good quantity and quality of inquiries.—

Grand Detour Plow Co.
(Tractor Plows.)

Results entirely beyond our expectations.—

Bullock Tractor Co.

Value *Power Farming* as one of the best advertising mediums we use.—

Fetzer & Co. (Tractor drills, etc.)

Above are typical results to makers of equipment selling at from \$150 to \$3000—they prove the intensive circulation of *Power Farming* among big buyers.

Send for the complete stories.

Not The Largest Farm Market
—But The Richest

POWER FARMING St. Joseph, Michigan NEW YORK CHICAGO

Marshall & Henning J. A. Buchanan
23 E. 26th St. Marquette Bldg.
Mad. Sq. 5084 Randolph 5527

Member A. B. C.

POWER FARMING

Armour Opens Campaign for Branded Leather Soles

Prestige Created Through Advertising Food Products to Be Shared with New Product by Using Oval Label Trade-mark

THE Armour Leather Company, a subsidiary of Armour & Company, the Chicago packers, has opened a campaign for a branded leather sole, bearing the widely advertised Armour oval label. The advertising which started last week is already arousing considerable discussion in the shoe trade and among advertising men generally. It is said to be the first systematic attempt ever made to market a branded leather sole through consumer advertising, and it marks another step in the Armour policy of promoting by-products, as well as basic food products, under the Armour oval label.

In discussing the advertising with a PRINTERS' INK representa-

tive, the advertising department of Armour & Company, which is handling the new product, explained that the company is merely trying to do what the Timken Axle Company, Gray & Davis and numerous other manufacturers have done. The leather situation is such that it makes the time opportune to focus consumer attention on the kind of leather people are getting in the shoes they buy. By investing a sizable amount of money in consumer good will the leather company believes it can make it possible for a number of shoemakers to use Armour oval label soles and realize a fair profit. The advertising which the company is planning on the product will, it is believed, open the consumer's eyes to the fact that all is not leather that looks like leather, and make them realize that the price of shoes is not the price per pair, but the price per day's wear.

The trade, however, does not unanimously share the enthusiasm felt by the Armour Leather Company for the advertising. A number of prominent Loop retailers in Chicago who were interviewed were unanimous in saying "it can't be done." The old familiar objections, heard everytime an innovation is made in the shoe industry were dusted off and used with all the usual vehemence. Said one dealer: "When our customers come in here to



There is *Now* a way to know Best Quality LEATHER SOLES

THERE is an announcement that is highly important to every man and woman in America who wears shoes—to everyone who sells them. Armour has taken the guesswork out of shoe buying for both the dealer and his customer. A way has been found to visualize and identify sole values, to indicate quality and wear-resistance.

All leather is not good enough to use for shoe soles bearing the Armour Oval Label. For instance, that cut from each belly and heel—about 50% of the sole—is cut at all outside.

As a matter of fact, only about 40% of such sole is really top grade sole leather, properly grained.

Unfortunately, sales are sometimes cut from both parts than the back. And, with edges blackened and grain hidden, even an expert cannot tell whether the leather is close-knit and fine-textured or spongy and porous.

Only wear will disclose the sole's guilty secret. But, with shoe values as uncertain and shoe prices as high as they are today, you want, more than ever, to know if you are getting full value for your money.

This is why Armour is now embossing the famous Oval Label—its top grade mark—on each pair of first quality Armour Leather Soles.

CHICAGO **ARMOUR LEATHER CO. BOSTON**



Look for this mark when you buy shoes. Remember, when you find it, you may be sure the sole is cut out of the best and right kind of leather from the middle of the back over. Nature gave the hide the heaviest to protect the mind.

But the name, Armour, in the Oval Label signifies even more. It is a proof you are buying oak-tanned soles—Armour prepared for you to walk on, by the best process of tanning that man has yet discovered.

Of course, Armour Leather Soles cost shoe manufacturers more than inferior parts of the hide. But their use is an indication that such manufacturers are striving for utmost quality throughout. The other parts of such shoes are likely to be better also!

Shoes of leading brands—probably the make you now wear—are made with Armour Leather Soles. Ask your own dealer for them.

ANNOUNCING THE TRADE-MARKED SOLE LEATHER



"We then had a long discussion in detail of the whole submarine question, in the course of which the Emperor said that the submarine had come to stay; that it was a weapon recognized by all countries, and that he had seen a picture of a proposed giant submarine in an American paper, the SCIENTIFIC AMERICAN."

From Ambassador James W. Gerard's famous interview with the Kaiser, published and copyrighted in the Philadelphia Public Ledger, August 15, 1917.

The picture evidently referred to by the Emperor appeared in the SCIENTIFIC AMERICAN of April 26, 1913.

The dominant minds of the world turn to the SCIENTIFIC AMERICAN for information.

Editions over 100,000

MUNN & CO., Inc.

Woolworth Bldg.

New York

Dominates Missouri

This great state of Farm Wealth and tremendous farm Buying Power demands the attention of every thoughtful manufacturer right now—to-day.

The Journal of Agriculture demands your attention because of the recognition it has won as *Missouri's Greatest Farm Paper*.

The Journal of Agriculture stands first with Missouri's biggest and most progressive farmers because it has made itself a state institution—it covers *All* of Missouri.

Carried 53.2% more advertising in first six months of 1917 as compared with same period for 1916.

For A Bigger Missouri Business Concentrate in

THE FARMERS FIRST
PAPER
JOURNAL of AGRICULTURE
FOUNDED 1866
WITH WHICH IS MERGED
OLMANS RURAL WORLD
FOUNDED 1848

ST. LOUIS

Member Audit Bureau of Circulations
{ Agricultural Publishers Association

buy a pair of shoes they don't specify what kind of leather they are going to get, but put it up to us to fit them properly with the best shoe we can give them for the money they wish to spend. If the shoe doesn't wear, we have to make good." Another dealer resented the advertising on the ground that it was "mussing the shoe business up, making people dissatisfied with things as they were." On the whole, however, the inquiry showed that a great many retailers themselves were fooled as to the quality of the sole leather furnished on shoes sold by them, and one or two were frank in saying that for this reason they welcomed a branded quality sole.

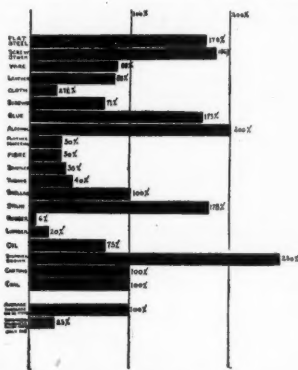
So far as the manufacturers are concerned, they are from Missouri. "If Armour can make the people want their Oval label soles," said one large Chicago manufacturer, "why we will put them on. Shoemakers, however, who have through advertising developed a strong hold on public confidence, will hardly feel the need for falling back on another's reputation. In our case we feel that our trade-mark on a pair of soles, indicating that we as shoemakers are behind them, will carry a great deal more weight than a trade-mark which might mean a good deal so far as the quality of lard or bacon is concerned, but has yet to establish itself as a symbol for good leather."

It is in this phase of the campaign that the greatest interest is shown by advertising men—utilizing a trade-mark which has come to be regarded as indicative of quality edibles to exploit a non-edible by-product. Some of the packers hold very decided views on this subject. Swift & Company, for example, will not allow their Arrow "S" trade-mark to be used on soaps or fertilizers. It must symbolize good things to eat. The increasing tendency of Armour to extend the Oval label to the entire line of by-products, therefore, raises anew this question of trade-mark usage.

The extent of the campaign for Armour's leather soles has not been decided as yet, neither has it been fully decided what classes of mediums will be used. But one thing is sure: if the campaign gives any evidence of accomplishing its task, plenty of money will be forthcoming to carry it to a successful conclusion.

How Manufacturer Assumes Increased Costs

The National Sweeper Company, Torrington, Conn., has prepared a chart, reproduced herewith, showing the rising costs of the raw material it uses in the



manufacture of Torrington Vacuum Cleaners and Sweepers. On materials in the proportion used the net increased cost is about 40 per cent. The increased selling prices to the trade, however, including recent ones, average less than 25 per cent.

Novel Advertising in Argentina

One of the large cigarette manufacturers in Buenos Aires uses wall paper as a means of effective advertising. The company offers to paper small stores, tobacco shops, barber shops, shoe-shining parlors, and other places frequented by men without cost to the owners. The paper that is used is attractive in color and design, and when placed on the wall is not unsightly. The background is either old rose or green, and in the center of each piece, occupying a space 5 by 7 inches and placed every 14 inches in the length of the roll, is the advertisement, which consists of the numerals "43," indicating the name of a cigarette brand, surrounded by a conventional floral wreath.—"Commerce Reports."

Facing Out Desperate Conditions With Additional Advertising

How the Marine Engine Builders Are Reshaping Their Business and Their Selling Work

By Rex W. Wadman

MANUFACTURERS who are keenly watching how various industries withstand the shocks of the war will find a heartening spectacle in the marine engine business. In spite of the fact that motor boating is a non-essential diversion, in spite of the fact that the market was in the convulsions of profound changes,

how the situation is being saved.

A rigid investigation of market conditions has been made and everything possible is being done to persuade boat builders and boat designers to standardize their boats, cut down manufacturing cost and evolve a type of boat that more people can afford to buy. The manufacturers are con-

fidant that people are going to buy boats, but they will not buy the tremendously expensive boats that have been the vogue during the past few years, hence their reason for co-operating with the boat builders and designers in eliminating waste, in standardizing construction, and in co-operating to the fullest extent in the merchandising plans. The engine manufacturers, in other words, are doing to-day what they ought to have done years ago, making a real business out of the industry, turning themselves into salesmen instead of order takers. They realize now that they've got to go out and *really* sell their product—and they're going right to it.

Take the instance of the Van Blerck Motor Company, manufacturer of marine engines ranging in power from 40 H.P. to 225 H.P., and in price from \$1,800 to \$3,750. Its domestic business has slumped hard during the past few months, but the company hasn't stopped its manufacturing schedule, neither has it made material changes in future plans. It has

DUSENBERG AIRPLANE ENGINE

Speed, Power, Freedom. All this is yours in the wonderful light of an airplane. Dusenbergs are taking up aviation because their capacity, make, make, and beauty, and inherent strength in connection with the Aerial Fact.

To insure you will be found because of your very low for it. The experience gained in aircraft and naval military service will only tend to heighten your keen appreciation of the nature of navigating the air.

The big outstanding feature of the airplane is the engine. On it depends your strength and your life. It is the heart of the machine, completely dependable and of a tried and proven design.

The Dusenbergs four cylinder, 120 H. P. motor value DUSENBERG MOTOR CORPORATION, 120 BROADWAY, NEW YORK CITY

airplane engine is that and more. It is the evolution of the world's most perfect motor. When you see their two Dusenbergs carry victory over every other in the air, you know it. It is the motor of the same type that powered more than 100 of the same cars last year.

The Dusenbergs Airplane Motor has all the power features of Dusenbergs engine. It is an experience has no serious failures, being the reason for its almost constant popularity in the world's aviation motor.

Your business should be Dusenbergs general to be what you want it to be. Write on for details of the manufacturing using Dusenbergs Airplane Engines, also for further describing this engine.



CURRENT CLASS-JOURNAL COPY

some of the engine makers are doing more business than ever despite the war.

But this did not occur until they had sharply revised their whole proposition.

Advertisers of luxuries or semi-luxuries will please observe

from 40 H.P. to 225 H.P., and in price from \$1,800 to \$3,750. Its domestic business has slumped hard during the past few months, but the company hasn't stopped its manufacturing schedule, neither has it made material changes in future plans. It has

"Wealth is Evenly Distributed"

"York [Nebraska] is the real spotless town of the ten thousand class. It never had a saloon; hasn't a pauper. It has no millionaire, though it is admitted that there is one semi-millionaire. But as he insists on lending his money to his neighbors on one-name paper at 6 per cent, he isn't considered a menace. Surrounding this one financial tower are 500 voters, out of 1200, who are worth upward of \$25,000 each.

"Wealth is evenly distributed, and pretty much according to deserts. The streets are well paved and well cared for. The business houses are as modern as anything on Fifth Avenue. The homes are comfortable and spick and span. The young men are keen and fit, the girls are becomingly gowned. It's a good and happy community. It pays cash for its paving and its public buildings. It hates municipal debt. It is putting up a municipal building—so that the farmer who comes in to attend the county fair won't have to get foot-sore and sun-burned walking from the fair grounds to the shops. The up-to-date fair will now be right alongside the thoroughly modern facilities for relieving him of any excess of pocket money—right in the business district."

There you have a mighty good word-picture of York—and of thousands of other small towns in this country. It was written by Theodore M. Knappen for a recent issue of the New York Tribune.

It is in towns such as York that articles of merit find ready sale. It is in towns such as York, where "wealth is evenly distributed," that publications like THE NEBRASKA FARMER have the greatest influence.

In York, for example, most of the "500 voters, out of 1200, who are worth upwards of \$25,000 each," are farmers. They are the men to whom and to whose families you ought to be telling about your product.

In Nebraska, nearly every worth-while farmer reads THE NEBRASKA FARMER. Its circulation is strictly net paid-in-advance, secured without the gift to the subscriber of any premium, and without any clubbing offers or other extraneous inducements. Nebraska farmers—big men, busy men—pay for THE NEBRASKA FARMER and read it regularly because it helps them make more money and a better home. Through its advertising columns you can reach Nebraska farmers.

If you have a meritorious product, advertising in THE NEBRASKA FARMER will help you sell it in Nebraska.

S. R. McKELVIE, *Publisher*

THE NEBRASKA FARMER

Nebraska's Real Farm Paper

LINCOLN

Chicago Office:
Steger Bldg.,
Tom D. Costello, Mgr.
St. Louis Office:
Fullerton Bldg.,
C. A. Cour, Mgr.



New York Office:
Fifth Avenue Bldg.,
S. E. Leith, Mgr.
Minneapolis Office:
Palace Bldg.,
R. R. Ring, Mgr.

ACTORS, actresses and the people of the show-world generally hold

The Billboard

in rare and high esteem.

Among themselves they seldom refer to it save by the nickname they have dubbed it, viz, "OLD BILLYBOY."

AND THEY SWEAR BY IT BECAUSE THEY HAVE LEARNED THROUGH YEARS OF EXPERIENCE THAT THEY CAN TRUST IT IMPLICITLY.

There is not enough money in the world to induce us to run an ad that in our estimation is designed to deceive or take unfair advantage of them.

Member A. B. C.

Weekly Circulation 40,000 Copies

The Billboard Publishing Co.

Broadway and 42d Street New York

SPEED

Unusual speed with high quality unimpaired—our reliable service keeps our customers satisfied. Just one example:—

Two o'clock Thursday the form for a sixty inch newspaper ad came into our shops. The next day six hundred stereotypes and mats were in the mail.

And we are prepared to serve you equally well.

Michigan Electrotpe and Stereotype Co.

Detroit - - - Michigan

just gone out and started to build up a new demand, to get the boat builders to concentrate on standardized boats. The advertising schedule has gone through without a change, and the company has ordered more money to be spent in art work and engraving, so that the advertisements may be more compelling and attractive. Already it has felt the benefit of the stronger sales and advertising effort, the business is improving, interest is keener, and it is sincere in the belief that 1918 will be a better year than any in its history, despite the war.

Another inspiring example of optimism is that of the Duesenberg Motors Corporation, manufacturer of the biggest high-speed motors in the country, its output consisting of a six-cylinder 6¾"x7¾" motor, developing 266 H.P., and an eight-cylinder 6¾"x7¾" motor, developing 360 H.P. Previous to the August issues of the magazines this concern had never used anything but marine trade-papers, and those not very heavily. Effective with the August issues it has branched out into full pages in class journals, in addition to using a full list of trade-papers in the marine, airplane and automobile fields. Finding that the marine field in the high-speed, high-powered motors was likely to be somewhat restricted, this concern branched out into the airplane and automobile fields. It purchased nine and one-half acres of ground in Elizabeth, N. J., and erected a big new factory, in which will be manufactured the airplane and automobile motors. The marine motor is manufactured in the company's original Chicago plant.

Having developed both of these motors, orders were obtained from airplane manufacturers and from automobile manufacturers to assure ample business for the new plant, exclusive of any orders that the Government might place. The airplane situation became somewhat involved, however, as apparently it will not be possible to fill private orders for airplane engines for some months to come.

Advertising Experts

handle the national advertising placed in daily newspapers. They are keen buyers of space and alert to changing conditions. Their selections may well be used as a barometer in determining newspaper values.

When, therefore, the record shows that

The Sun Leads

all the New York morning newspapers in **Gains** for the first seven months of 1917

In National Advertising

and that **THE SUN** not only leads in gains but exceeds its own record for the same period of last year

By 209,632 Lines

the evidence is conclusive that the advertising experts of the country are recognizing the new and greater value of **THE SUN** in a most substantial manner.

The Reason? Doubled Circulation! Greater Results!

**Organizations do not
"grow"—they are built.**

Hence it is no "impingement upon modesty" to say that the success and growth of this institution is largely due to picking the right men.

**SATURDAY NIGHT PRESS, Inc.
DETROIT, U·S·A**

Attention Trade Paper Publishers

DO you want a capable and high-class advertising salesman to represent you in Chicago and the middle west—a man who can go out and get advertising contracts for you?

I am the man—I have secured thousands and thousands of dollars of business for publications. I want to get into the Trade Paper field—I want to represent two or three good Trade Papers in the middle west—on a commission basis preferred. I have my own office in Chicago. Address me S. S., Box 339, care PRINTERS' INK, New York.

PRINTING SALESMAN

We want a man who can sell booklets and printed matter of originality to concerns who appreciate quality and ideas. We will give the right man a liberal commission with a modest drawing account together with an opportunity to develop into bigger things. Address by letter giving full information.

STROUD & BROWN, Inc.
303 Fifth Avenue
New York

This did not deter the company from its advertising and publicity campaign, however. Despite the fact that probably two years will elapse before it can hope to reap any real benefit from the airplane engine advertising, there has been scheduled a complete twelve-months' campaign calling for pages in the class and trade papers, simply to build up prestige.

In the marine field this company is investing much more than ever before. A catalogue to be issued in October is costing \$10,000 for 10,000 books. In the October issue of *Motor Boating* will appear a four-page, four-colored insert announcing the 1918 marine motors.

Raincoat Becomes Advertised Leader

Newspapers in a number of middle-western cities are carrying good-sized advertisements of a trade-marked raincoat, made by Kling Bros. & Co., Chicago. This company makes a number of clothing specialties, which have gone to the trade in the past under a number of different marks, such as "Kling-Kool" and "Kling-Knit." In starting consumer advertising it was decided to emphasize but one trade-mark—"Klingmade." Rather than advertise several garments, the company will center its energies on the raincoat, as a popular leader.

It is interesting to note that in picking the leader these conditions were laid down: (1) That it must be a garment that has an all-year demand, so that it will permit most profitably of all-year advertising. (2) That it must be an "even seller," so that spasmodic dealer demand will not give rise to manufacturing congestion. (3) That it have some novel features permitting human interest display so it will catch on quickly. (4) That it will have the necessary quality-quantity value to create repeat business, and yet give a wide enough profit to the dealer to make thorough distribution easy.

For the time being the advertising will be confined to the newspapers and trade journals, although it is the present plan of the company to add other mediums as distribution grows. An inclusive supplementary campaign of dealer literature, store material and salesmen's portfolio rounds out the plan.

Joins "Forbes Magazine"

Bessie Butler Cossee, formerly of *Women's Wear*, New York, is now associated with the advertising department of *Forbes Magazine*.



It is our business to *develop* advertising. More than two-thirds of the accounts in this office have never been handled by any other agency.

Power, Alexander & Jenkins
General Advertising
Detroit

Recently Completed Market Surveys

of HOSPITAL FIELD, without cost or obligation to the interested manufacturer or advertising agent

- | | |
|---|---|
| <input type="checkbox"/> Breakfast Foods | <input type="checkbox"/> Blankets |
| <input type="checkbox"/> Beverages & Fruit Drinks | <input type="checkbox"/> Bed & Table Linen |
| <input type="checkbox"/> Tea & Coffee | <input type="checkbox"/> Kitchen Equipment |
| <input type="checkbox"/> Cocoa & Chocolate | <input type="checkbox"/> Laundry Equipment |
| <input type="checkbox"/> Gelatine | <input type="checkbox"/> Laundry Supplies |
| <input type="checkbox"/> Macaroni | <input type="checkbox"/> Silverware |
| <input type="checkbox"/> Grain Products & Rice | <input type="checkbox"/> Paints, Varnishes, Etc |
| <input type="checkbox"/> Canned Fruits & Vegetables | <input type="checkbox"/> Electric Fans, Irons, Etc. |
| <input type="checkbox"/> Fresh & Dried Fruits | <input type="checkbox"/> Phonographs |

Market Research Department

The Modern Hospital Publishing Company

Publishers of The MODERN HOSPITAL

New York

ST. LOUIS, MO.

Chicago

Three Men Are Wanted

ONE of the biggest and most uniformly successful advertising agencies in the United States has openings in its service organization for THREE men. This agency, has developed a very intensive type of service. The men it desires, therefore, must be more than copy-writers. They must be business men of a type, experience and personality fitting them to confer and advise with some of the most progressive manufacturers of the country. A college education is desirable; so, also, is sales experience; although neither is absolutely necessary if the man has the proper experience, breadth of vision and possibilities of growth. Men with three kinds of experience are invited to communicate with this agency.

1—Men who know Motor Accessories

For this opening it is essential to have a man who has considerable familiarity with the advertising and marketing of accessories for motor cars—who is in touch with the late developments in this industry and who can fit the advertising he prepares to the shifting sales conditions of this market.

2—Men who know Technical Advertising

For this opening it is desirable to have a man who is equipped with technical training and experience—who knows the tendencies and channels of sale in the electrical and mechanical fields and who can inject interest into his copy with intelligent and picturesque English.

3—Men who know Foodstuffs

For this opening a man is desired who is thoroughly acquainted with the methods of merchandising and advertising food products and who can later assume the entire service on several selling campaigns.

These men will have plenty of work. The openings are not at mahogany desks in "Solicitors' Row" but at sturdy, serviceable oak desks (in the service-producing end of the business) that have seen considerable work heretofore and will see more hereafter. But we believe that the opportunities for advancement and self-development offered by the character of the work and the agency's methods of operation will interest three first-rate men whose ultimate ambitions run higher than a copy-writer or a solicitor.

Address applications, which will be treated confidentially, to Box 340, care of PRINTERS' INK, stating age, education, previous experience of all kinds, and salary now received.

Getting the Dealer Enthused Over Clerk Manual

Alfred Decker & Cohn Find It Profitable to Send Dealers Galley Proofs for Comment and Opinions

By Cameron McPherson

NOT so very long ago the advertising manager of a large New England paper mill wanted permission from his board of directors to get out a sales manual for the jobber's salesmen. The purpose of the manual was to give the salesmen suggestions and ideas for increasing their per capita sales of paper.

But the manual was never issued. The honorable directors would have none of it. "Why, my goodness," they said, "don't you know enough about the paper business to know that it would be suicide for any mill to attempt to influence a jobber's salesman?" And the matter was dropped.

A few weeks ago another paper manufacturer, a Western concern this time, gave a banquet to the salesmen of its Philadelphia jobber. The purpose of the dinner was to present each salesman with a copy of a sales manual which the mill's advertising department had prepared. The salesmen took to the idea like a duck takes to water. "Just what we have been needing," was the verdict; "why didn't you think of it before?" And the jobber was just as pleased; so pleased, in fact, that he at once wanted several hundred copies for "favored" customers. The manufacturer already is getting returns from his investment in the shape of increased salesman interest.

So here you have the old, old advertising story of the thing that couldn't be done, being done. Yet who can say that the directors of the first-mentioned concern were not right in their stand that such co-operation would be resented? It would have been had the advertising man gone ahead and issued several hundred manuals and then sent them around to the jobbers with the request that they

be passed out to their men. But there is a right and wrong way of doing everything, and the "impossible" things that are done in advertising are usually done by finding the right way. The right way to make a success of a sales manual for dealer's clerks or for jobber's salesmen is to make the dealer or the jobber feel that it is their manual just as much as yours, and to *let them in on its preparation*.

But you say: "We have 10,000 dealers. How in thunder do you suppose we could ever get a manual out if we started collecting opinions from 10,000 dealers about what we ought to put in our manual and what we ought to leave out?" That again all depends on *how* you do it.

THE GALLEY PROOF PLAN

For instance, there is Alfred Decker & Cohn, who make Society Brand clothes in Chicago. They have just issued a manual, or a book of hints, as they prefer to have it known, which shows the retail clerk how to sell clothing. Long experience with retail clerks told them that regardless of what went into the book, it would not do either them or the clerk much good unless what was in the book in turn got into the clerk's head. This was not easily done, because, as every advertising man knows, dealer's clerks are not given to sitting up nights learning how to improve their work. Those that do are not clerks very long.

"Now," thought the advertiser, "in order to get this book read, and read right, it will be necessary to get the dealer personally interested in it, so that he will personally urge his clerks to read it, and insist that it is read. It will also be necessary to present

WANTED— Advertising Manager

The publishers of a rapidly growing, amply financed, monthly export journal reaching Latin-American countries desire the services of an Advertising Manager with general publishing experience who can supervise the production of the paper, organize the solicitation of advertising, solicit business himself, and be responsible to the general management for the advancement of the entire proposition.

While a knowledge of export business and of Latin-American and other foreign markets is an advantage it is not essential. On the other hand the man for the position should develop the possibilities of such a paper by his own appreciation of general business, and by his adaptability to new situations.

The right man may read this advertisement, and if so he may be touching the opportunity that every advertising man waits for—a chance to live while he builds, and a substantial participation in the future success.

In writing please give particulars as to present and past employment, age, references, drawing account desired, and position with regard to military service. Address, "A B C," Box 338, care of Printers' Ink.

the manual to the clerk so that he will feel it has a direct personal value to him—that it is not just another piece of advertising. So the advertising department decided to have galley proofs of the book struck off and sent to each dealer with this letter:

DEAR SIR:

We are sending you herewith galley proofs of a little book entitled "Clothing Selling Hints" which we have prepared, to give your salesmen some inside pointers in selling.

This isn't intended as a sales manual, or an attempt to tell your salesmen how to make sales. All we can hope this little book will be is a primer of hints. If it will help your salesmen, it will have served its purpose.

Our object in sending you these advance proofs is to ask you to read this and give us your opinion of it. Let us know whether you do not believe it will add to the selling efficiency of your salesmen.

The plan we have in mind is to get this book out in a handy size—about $\frac{1}{8}$ of an inch thick, $4\frac{1}{2}$ inches wide and $7\frac{1}{2}$ inches high—to fit the pocket.

We will print your salesmen's names on the front cover if you will give us a list of their names. We enclose a blank for your convenience.

We have had some prominent clothing men read over the manuscript of this proposed book, and they have passed upon it very favorably. It was impracticable to send you the manuscript, so we are sending you these advance proofs. We will greatly appreciate your candid expression, together with the names of your salesmen. May we have both at your early convenience?

Yours very truly,
ALFRED DECKER & COHN.

It does not require much imagination to see what effect this stroke of strategy had on the trade. One dealer out in a Chicago suburb, when asked whether he had received galley proofs of the new Alfred Decker & Cohn manual and what he thought of it, hit the nail squarely on the head when he said:

"Yes, I looked over the proofs of the book and sent them back last night. So far as I could see it was all right. Every once in a while we have books on how to sell this or that sent to us, but I seldom distribute them because they do too much bragging about the line they are advertising. If there had been anything like that in the book I would have cut it out, but there wasn't."

THE ILLUSTRATED REVIEW GUARANTEES

To any advertiser whose copy is accepted for its columns, that the cost per reply will not exceed that of any other publication in which the same copy is used in the same issue, and will make good in cash the difference, if any.

CHICAGO

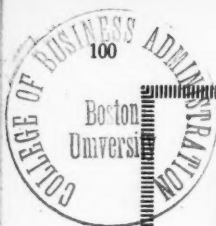
1211 Hartford Bldg.
Mr. Young—in charge.

NEW YORK

312 Flatiron Bldg.
Mr. Stearns—in charge.

THE ILLUSTRATED REVIEW Atascadero, California

The Nearest Office is Particularly at Your Service



PRINTERS' INK

THE PASSING SHOW

(LONDON, ENGLAND)

"comes into its own."

IN just over two years "THE PASSING SHOW" has climbed to the first place in the estimation of advertisers in the British Isles. Here is the proof.—

*Reprinted from "The Advertising World" (London)
for June, 1917.*

THE POPULAR WEEKLIES

(DISPLAY AND CLASSIFIED—PAGES). Insets not included.

Week ending	London Opinion	Til-Bits	Cassell's Saturday Journal	Pearson's Weekly	John Bull	Passing Show
April 26	9½	6½	5½	6	6½	11½
May 3	9½	7	5½	6½	7½	11½
10	10½	6½	6½	6½	7½	11½
17	10	6½	5½	6½	5½	11½
24	9	6	5½	6½	9½	10½
Total ..	48½	32½	28½	32	36½	54½

THE full significance of this achievement can be appreciated only by those American advertisers who know something of the advertising and publishing conditions in Britain during the past twelve months.

The ADVT. RATE is
\$150
PER PAGE AND
P R O R A T A

Philip Emanuel
Advertisement Manager
ODHAMS LIMITED
85-94 LONG ACRE
LONDON, W.C. 2.
ENGLAND.

Of course, it was too late to do any cutting out, but at least the natural antagonism this and all other dealers might have had for the books when they were dumped down in the stores by the expressman was smoothed away in advance. The dealer felt he had a hand in saying what would go in this book and what should be cut out. The fact that there was nothing he could object to or improve makes no difference. It is his book. And you can rest assured that when the books are finally delivered he will make it his business to see that they are read. In any event, he has read the book himself, which is no small accomplishment.

IS THE WORD "MANUAL" OVERDONE?

It is interesting to note in looking over the galley proofs of the new Alfred Decker & Cohn manual that particular pains have been taken to point out that it is *not* a manual. "This isn't a sales manual, or an attempt to tell you how to make sales," reads the introduction. "You know how to make sales or you would not be holding your job. All this little book hopes to be is a primer of hints. If it will help you it has served its purpose. All we can hope and ask is a careful reading." Evidently the advertiser feels that the word "Sales Manual" has been overdone, so he studiously avoids giving the impression that he is trying to tell the clerk anything; rather merely trying to help him.

In its general appearance there is little about the manual which differentiates it from the host of other educational booklets for clerks which have been issued since PRINTERS' INK first turned the spotlight in this direction four years ago. One suggestive feature, however, is the introduction of self-analysis questions at the foot of each page. The object of these questions is to start the clerk thinking in the right direction, and incidentally to visualize to him that there is much more to his job than he himself supposes. Typical questions are:

\$310,000,000.00

Is the Value of Georgia's Cotton Crop This Year

This is \$108.⁰⁰ for every man,
woman and child, white
and black, in the State.

More quickly than ever

Advertising in

The Atlanta Journal
Sells the Goods

Dropping the Question

Price, quality and service, because we can answer it to your entire satisfaction. Consider our latest creation in slide advertising, which, through its originality and uniqueness, is being adopted by advertisers whose wisdom in the selection of mediums is justly enviable.

Our latest creation has been tested, and through the hearty endorsement given it by enterprising dealers, and the demonstration of its efficiency, resold itself to one of the nation's largest advertisers.

Write us for samples and full particulars.

BURDEN & SALISBURY Co., Inc.

SEEKLESS SLIDES

259 Monroe Avenue,
Rochester, N.Y.

Salesmanager

WANTED by a representative manufacturer of heating apparatus. The man who gets this position must—

- 1st Be resourceful, forceful and well balanced.*
- 2nd Have a successful selling record.*
- 3rd Have some knowledge of heating business.*
- 4th Be able and willing wherever necessary to sell and demonstrate to other salesmen how to do it.*
- 5th Be able to select men and train them.*
- 6th Be an organizer.*
- 7th Be one of the top-notch men in the country and be able to recognize an opportunity to put himself on the map in a national way.*

If you think you are the man for the job state your qualifications and business experience—what you have sold, how many salesmen you have directed at different times, territory covered, salary expected, why you are willing to leave your present position and when you could begin. If you are a man who feels that you have reached the limit with the concern you are with now, but have greater possibilities, we want to hear from you.

Our method of remuneration is salary and a commission on increase in sales and will be made attractive to the biggest man in the country.

All applications confidential.

Address—

JOHN H. CROSS

703 Main Street

Buffalo, N. Y.

"Am I making sales or customers?"

"Do I show too many patterns at a time?"

"Do I ask foolish questions or go ahead?"

"Do I know when to show more patterns?"

"Do I get to the 'try-on' as soon as possible?"

"Have I made a study of little things?"

Another subject which the manual touches on, perhaps with more thoroughness than most of the other manuals we have seen, is closing the sale. Here is where nine out of ten sales are lost. If you have ever studied the salesmanship of the average clerk you will observe that he seldom understands how to close a sale. He does not know when to risk everything on the closing talk. He does not recognize the proper moment to ask his prospect to buy. This is not surprising, for there are mighty few specialty salesmen, even, who fully understand these principles. There are a hundred salesmen who can carry the sale right along up to the closing point but who fail at the critical point, to every one who can close his man with any degree of assurance. In view of this general condition the more light manuals for clerks throw on the knack of closing a sale the better. Here are a few suggestive excerpts from that chapter of the Society brand book:

Self interest is the ruling motive in all sales. Your customer buys a thing which appeals most to his interests.

After you have selected the model of the suit your customer should wear, pleased him as to fabric, demonstrated that the suit did fit him perfectly (or could be made to fit perfectly), and finally pointed out the points of superiority of Society Brand Clothes, there are only five reasons why he may not buy:

- (1) You have not interested him.
- (2) You have not fully informed him.
- (3) You have not convinced him.
- (4) He is undecided.
- (5) He is a postponer.

Exercising a little tact will enable you to find out which one of these reasons is holding up the sale.

If your customer is not interested, do or say something to interest him. First appeal to his self interest. Point out the advantages of the benefit to be

THE MERIDEN MORNING RECORD MERIDEN, CONN.

Has been audited by the
AUDIT BUREAU OF
CIRCULATIONS.

The other local paper has
not.

—That THE RECORD'S
City Circulation Alone is
much greater than the total
circulation of the smaller,
three-cent evening paper can
undoubtedly be proved by
A. B. C. audits of both.

In the eastern field **THE RECORD**
handles all its national advertising
through **THE HOME OFFICE**; in the
WESTERN FIELD through **GILMAN**
& **NICOLL**, special representatives,
Tribune building, Chicago.

"Stop, Look, Listen," Concentrate in NEW ENGLAND

the Ideal Territory for "Try-out Campaigns"

Results can be accurately traced—The value of the advertising Copy and Selling Plan can be determined absolutely. A trial proves your theory to be right or wrong.

Manufacturing and agricultural territory combined—Both Farmers and Factory Workers are very prosperous. They buy freely of advertised products.

Cities close together—No long jumps for salesmen. It is only 12 hours from Bangor, Maine, to Bridgeport, Connecticut—from farthest North to Farthest South!

Good jobbing houses—Distribution easy and accounts absolutely safe. The jobber and dealers appreciate advertised goods.

The highest type of Local Daily Newspapers—the kind that **MOVE THE MERCHANDISE** off the Dealers' shelves! Goods are not really sold until the dealer sells them.

NEW LONDON, CT., DAY (Evening)
Daily Circulation over 9,500—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL
Daily Circulation 5,386
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN
Daily Circulation 9,534
Population 73,144, with suburbs 100,000

AUGUSTA, ME., JOURNAL
Daily Circulation 10,068 net paid
Population 13,211, with suburbs 75,000

PORTLAND, ME., EXPRESS
Daily Circulation 22,462
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 10,184 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER
Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL
Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM
Daily Circulation 13,227
Population 89,336, with suburbs 100,000

NEW BEDFORD, MASS., Standard and Mercury
Daily Circulation 20,949 net paid
Population 109,000, with suburbs 120,000

SALEM, MASS., NEWS
Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 33,104
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE
Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000

BRIDGEPORT, CT., POST and TELEGRAM
Daily Circulation 32,219
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER
Daily Circulation 19,414
Population 150,000, with suburbs 175,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

gained. Appeal to his taste and his pride.

If you have not informed him, give him a clear explanation. Know what you are talking about and present it fully in the fewest possible words.

You should be able to convince your customer by demonstrating that you are offering him the best possible value by means of comparison. If you have gained his confidence in the first place, the matter of convincing should come easy.

The easiest way to close with the undecided customer is to narrow his choice to the fewest possible number of garments. Do this by the process of elimination until you have but two garments for final decision, and then concentrate on these two garments.

Do not insist or force him to buy. Invite him to look around if he wants to.

But the outstanding thought I want to leave is the need of not only getting out a helpful, meaty manual for the clerk, but what is more important still, to get it into the clerk's hands under the most favorable conditions. The simple little plan of printing the individual clerk's name on each manual is not expensive and should be used whenever possible. Money spent to get the book used is quite as important as money spent to get it out. This at least seems to be the consensus of experience among the advertisers who have issued manuals for retail sales people.

Hides Windows to Prevent Style Pirating

To frustrate style pirates who make the rounds of the New York stores during the noon lunch-hour period, Franklin Simon & Co. curtain two of their windows between noon and two o'clock. The windows contain new fall models of women's garments.

Syracuse to Have Another Sunday Paper

Hereafter the Syracuse, N. Y., *Post-Standard* will be issued seven days a week. The first Sunday issue will appear on September 2d.

J. W. Rosebrough has become associated with the Elder Manufacturing Company, of St. Louis, maker of shirts and men's furnishings. For ten years he was with A. Stein & Co., Chicago, and for the latter part of this period was manager of the advertising and correspondence departments.

\$500

is the Average Deposit in the Savings Banks in

PORTLAND MAINE

There are 63,767 depositors in the Portland Savings Banks, while the estimated present population is but 62,000. This shows not only the wealth of Portland, but also the wealth of the suburban communities that bank in Portland.

The Savings Banks have on deposit \$30,455,194, which shows an approximate per capita of five hundred dollars. The

EVENING EXPRESS

is the only afternoon daily of Portland and now has a total distribution of over 24,000 copies daily.

"Some" city, "some" daily, and they show the advertiser "some" results. Your copy is invited.

The Julius Mathews Special Agency
Boston—Chicago—New York

BRIDGEPORT, CT.

The Most Prosperous City in America Today

A sample of a want advertisement in the POST and TELEGRAM, showing the wages paid to Bridgeport's skilled mechanics.

MECHANICS WANTED

We will pay skilled mechanics \$1 per hour. Apply The Bridgeport Projectile Company.

The Bridgeport Post and Telegram

Largest Connecticut circulation
in Connecticut's largest city.

The Julius Mathews Special Agency
Boston—Chicago—New York

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 709 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 10 Rue de la Victoire, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, AUGUST 30, 1917

Dealers Need Help to Solve Strange Problems

How are retailers standing up under the stress of war conditions? That is a question to which the wise manufacturer is giving a good deal of attention these days. He realizes that dealers, even those who in normal times are well able to take care of themselves, may now be looking for guidance, if not for actual assistance. In reference to this point PRINTERS' INK has received a very suggestive letter from a famous advertiser.

"In conversation with a banker in a large New England city," he writes, "it developed that the bank had just discovered that its loans to local merchants had doubled as compared to a year ago, and that the securities back of the loans were physically the same as a year ago. That banker was taking advice, and, I believe, had

about concluded that notes could not be renewed, and he was under the impression, after consultation with other bankers, that similar conditions existed throughout the country, and that similar course would have to be taken.

"Coupling this with the fact that so many merchants have no adequate accounting methods and may not until too late appreciate how their costs and expenses have mounted, it presents a question as to whether many of them are not in real danger, so many as to make it a question of national importance.

"In our own contact with the merchants, particularly the smaller merchants, I have observed a great hesitancy and fear to advance prices to cover their own advances. While this has not applied especially to our goods because we have advertised our new prices and made it easy for him to conform to a schedule, we fear that on the whole he has been both cheating and weakening himself through failure to march with events."

As this manufacturer shows, despite the general view to the contrary, it is a fact pretty well known among business men that a great many merchants are not making normal profits. They are unable to make their customers realize to what an extent the cost of goods has increased. Many persons are only too ready to accuse the retailer of using the war as an excuse to get exorbitant profits. Not being strong enough to cope with this opposition, many dealers are absorbing a good portion of the advances that they themselves have to pay.

This is exemplified in the present meat crisis. Many butchers are not keeping their retail prices in step with wholesale advances. They frankly admit that they haven't the nerve to charge for each increase as it takes place. As a result a number of shops are being closed.

What can manufacturers do to help dealers tide over this crucial situation? The advertiser whose letter is quoted above suggests the remedy. He has solved the prob-

lem by extensively advertising his new retail prices and by doing everything he can to make it easy for the retailer to get the advances. Harassed as he is by un-a customed problems, this is a form of co-operation that the dealer is sure to appreciate.

But aside from the question of prices, this is a time when the average retailer needs the friendship and advice of someone who has a more comprehensive outlook on the business situation than he has. Even though the dealer may have no financial troubles, he is likely to be worried, just on general principles. He has never gone through a great war before, and, of course, he is wondering what it may do to him and to his business. This is why an occasional word of encouragement from a large manufacturer will tend to give him confidence "to carry through."

PRINTERS' INK knows of one large advertiser who does not employ salesmen who has put a man on the road for this very purpose. His job is not to sell goods, but to help dealers. He is an emissary of good will, a diplomat whose post it is to keep away the goblins of worry from anxious merchants.

Any manufacturer who now shows a disposition to go out of his way to guide and counsel his dealers will entrench himself solidly in their esteem.

Are Skele-tonized Catalogues Business Losers?

At this time, when advertisers are beginning to place contracts for 1918 catalogues, it might be well to speak a few words of warning against pin-straightening economies aimed at prevailing high production costs. Experimenting with a catalogue which has proved itself to be a producer is apt to provoke a loss of business that may far overshadow the money saved; in fact, the loss of one single customer in many lines of business would in itself more than offset the saving of a few hundred dollars in the cost of paper and quality of printing.

To show how utterly unwise it is to cheapen or cut down the catalogue the experiment of Peck & Hills Furniture Company with its last year's miniature catalogue might be cited. This catalogue was a miniature of the company's large catalogue, and was sent to consumers with the idea of interesting them so that they would go to a local Peck & Hills dealer. The management felt that it would cost too much to send a large catalogue to many thousand consumers, and the little one offered a way out. It did save several hundred dollars in paper, printing, and postage, it is true. But at what a cost was this saving affected? "We have decided to discontinue sending out the miniature catalogues," a Peck & Hills official told PRINTERS' INK, "because we find they are not selling the furniture they ought to. It cannot be illustrated to best advantage, so we are going to come back to the large-size catalogues for the consumer." Nobody will ever know how many thousand dollars' worth of lost sales resulted from the desire to save a few cents a catalogue—a saving which at the very most would probably not amount to the price of the furniture in a well-furnished home.

The great trouble with most advertisers, especially those who are not so close to the advertising department as they should be, is that they cannot realize advertising is selling. These same advertisers would not think of reducing the quality of their sales force when the price of selling advances a little, yet they welcome with open arms the suggestions of the purchasing department to cut the quality of printed salesmen on the least provocation. After all is said and done the cost of a catalogue, like the cost of a salesman, is not what you pay for it, but the business it does not get. It should be perfectly obvious that if you want to keep down selling costs the thing to do is to increase selling power, and no salesman ever broke any selling records who makes his calls in a cheap, out-at-the-knees suit.

Shifting the Plan of Attack

This war calls for something more than military or diplomatic craft. For the individual manufacturer it will require a great degree of commercial strategy to adjust himself to shifting conditions. And in addition the situation calls for a wholesome amount of the pugnacious element. This does not mean that his old methods become automatically obsolete or need be radically altered. They probably need only to be shifted, as chessmen, in relation to the new order.

For instance, we have in mind the position of a new and growing concern whose business was built on advertising. This manufacturer makes a food product that might be considered a semi-luxury. When the cry went up for economy, it looked as though he would be hard hit. In more than one quarter we might have looked, under the circumstances, for the advertising to stop.

On the contrary, this man realized that a change of conditions does not necessarily spell defeat. He has simply shifted his copy attack slightly along a new angle. He emphasizes in his advertising that his product is virtually an economy, inasmuch as the purchaser can enjoy it in the exact amount she may require, at prices the result of wholesale buying and manufacture, without the expense of home-preparation, of necessarily greater quantity when made at home, or the chance of spoiling.

He so continues to advertise, maintains the benefit of all advertising done hitherto, with the good promise of market conservation that present advertising holds out. There are other cases we could cite where advertisers have made capital out of seeming adversity.

A business more than an army, even, is in precisely this situation: no matter how well organized it is, unless it is prepared to initiate and maintain an aggressive front, its competition holds the advantage. The advertiser enjoys

the double rôle of a defensive and an offensive fighter in one.

Advertising as a Political Force

Demonstrated In the latter days of June and early in July of this year a series of five full-page advertisements appeared in Texas newspapers, subscribed to by members of the faculty and alumni of the State University, and citizens. These pages aired for the public a bitter controversy between Gov. James E. Ferguson and the university, involving the possible veto of the appropriation necessary to maintain the institution.

To-day we read with interest of the threatened impeachment of Governor Ferguson on various counts, among them his part in this university squabble.

Recently we noted the advertising campaign of full pages in some 174 up-State New York newspapers, together with big space in New York City dailies, conducted by George W. Perkins on the merits of Governor Whitman's food bill. Much of the legislative deadlock centered around the possible appointment of Mr. Perkins as chairman of the State food board.

Early on the morning of August 24 the New York State Assembly defeated by a vote of 84 to 41 an amendment to the bill aimed to bar Mr. Perkins' appointment. Later in the day the bill was passed by a vote of 91 to 31.

It would be rash to hand to advertising undue credit for cause and effect in either of these cases, but it would be equally rash to count advertising out as a prominent factor.

The point for advertising is the growing recognition of its importance as a factor in such public discussion.

That advertising should play so prominent a part is evidence of its recognized necessity as a powerful element in such campaigns.

Glenn Florea, formerly with Calkins & Holden, Inc., New York, is now with the George Batten Company.

RURAL *and* URBAN

*From the 13th Census of the United States
Volume 1, Page 18, on Population*

"Statistics for urban and rural communities.—Cities represent, in comparison with the remainder of the country, a distinct type of economic and industrial life. This fundamental distinction between the economic activities of urban and rural districts brings with it certain marked differences with respect to the composition and characteristics of the population."

WOMAN'S WORLD
*is edited and sold for the
Rural population, whose
environment and life the
Government states are
different from that of city
and suburban people.
Are you for or against
the Government?*





Pat. Dec.
12, 1916

"CLIMAX" SQUARE-TOP PAPER CLIPS

have proved their superiority to thousands of satisfied users. Send for samples and prove to your own satisfaction that they are the BEST and MOST ECONOMICAL.

Packed 10,000 to box
F. O. B. Buffalo

10,000.....	15c per 1,000
50,000.....	10c per 1,000
100,000.....	8½c per 1,000
500,000.....	8c per 1,000

Buffalo Automatic Mfg. Co.
457 Washington St., Buffalo, N. Y.

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

An Artist

- a competent designer with a good knowledge of composition and its use in advertising.
- a creative man who thinks things out and does not do everything by formula.
- possibly a young fellow with real ability who is not appreciated where he is.
- such an artist may make a connection with a middle western advertising agency which will pay him a satisfactory salary.
- Describe your training and experience fully in a letter to "C," Box 337, Printers' Ink, and be prepared to send samples of your work.

How One Company Investigates Complaints

JAS. CLARK LEATHER CO.

St. Louis, Aug. 4, 1917.

Editor of PRINTERS' INK:

I have read with much interest the article by Mr. Kaye in your July 25th issue, "A Complaint Bureau as a Winner and Holder of Sales," and thought you would be interested in knowing what we are doing in this connection.

We have prepared a regular complaint blank to be used by our salesmen, and whenever they encounter a dissatisfied customer, the complaint is made on this blank, giving, of course, the reason for dissatisfaction.

Then we take the matter up for a thorough investigation, making our answer to the salesman on the lower half of the sheet, at the same time writing a personal letter to the customer with a view of reinstating his good-will.

This has only been in operation for about three weeks, but we have gotten several of these complaint blanks in, and as far as we have gone it is going to prove a very valuable asset in straightening out the kinks with our trade and will enable us to get hold of a great many minor complaints that the trade make to the salesmen that they would not write us about and which we can easily adjust once we know of them.

I am satisfied that this system is going to cement our customers to us more closely as well as prove a big asset to the salesman, and as far as we have gone we are highly pleased.

R. WINSTON HARVEY,
Sales Manager.

The Geo. B. David Co., Inc., New York and Chicago, has been appointed general advertising representative of the News, of Pensacola, Fla.

Export Trade Counsel

L. de LEOPOLD

International Commerce Association

47 W. 34th STREET, NEW YORK

GUMMED LABELS

FOR *Your Parcel Post and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McCOURT GUMMED LABELS IN PERFORATED ROLLS

Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

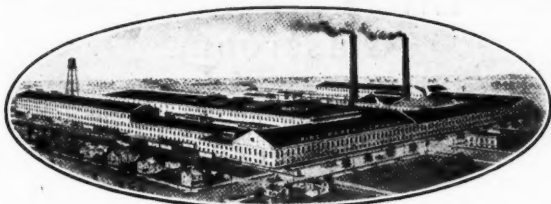
Send for full particulars and catalogue

McCOURT LABEL CABINET CO.

H. H. BLACK, Pres.

53 Bennett St.

Bradford, Pa.



If you are interested in a tried and tested **OFFSET PAPER** that possesses all the qualities necessary in a perfect **PAPER** of this character for folders, art work, letterheads, etc.

Send for samples of work done on

King Dependable Offset Paper

KING PAPER COMPANY
LAKE STREET KALAMAZOO, MICH.

40,000 Officers and Men Being Trained at Fort Oglethorpe in the Chickamauga-Chattanooga National Park a Few Miles from Chattanooga, Tenn.

This means that at least two million dollars a month extra is spent in Chattanooga.

5,000 of these men are being trained for officers, this being the largest of all the officers' training camps in the country. There are three camps, two for line officers and one for medical officers.

Cantonments for two divisions of the regular army also are nearing completion and already are nearly filled with organizations of infantry, artillery, cavalry, signal corps, ambulance service and others.

The Chattanooga News is the only afternoon paper in the Chattanooga district. It reaches the camps with automobile delivery at the time when the men are through with the day's training.

The circulation of **The Chattanooga News** is now averaging in excess of 18,000 daily and has shown an increase of 32 per cent. since May 1, a large part of this being of a permanent character.

Advertising rates now 3 cents per line. Effective Oct. 1, rate will be 3½ cents per line.

John M. Branham Co., publishers' representatives, Mallers' Bldg., Chicago; Chemical Bldg., St. Louis; Brunswick Bldg., New York.

(Besides the expansion and training camps the advertiser will note that Chattanooga and suburbs before the mobilization here already numbered over 100,000 population. With a payroll from 326 manufacturing, all running full time, great prosperity existed, which is now enhanced.)

The Little Schoolmaster's Classroom

ONE of the difficult tasks faced by the advertiser of a technical product is that of explaining his proposition in such a clear and striking way that the reader, no matter how little scientific knowledge of the subject he may possess, will understand it. PRINTERS' INK has several times pointed out (in the issues of October 6, 1910, and July 27, 1916, for instance) that a homely, forceful simile setting up a comparison between some well-known phenomenon of every-day life and the technical idea or scientific principle back of the advertised product is usually found to be effective. This method not only makes the complicated idea perfectly clear, but the familiar illustration furnishes a useful memory-aid which sticks like a burr in the reader's mind.

On this principle the advertiser of an automobile driven by a multiple cylinder engine showed pictures of a jerky, hand - propelled elevator and a smoothly - running electric one, to illustrate the value of the overlapping explosive impulse, which produces smoothness of power. The long-stroke motor was advertised by being compared to a long-handled lever used in lifting a block of stone. The maker of a light-touch typewriter argues that "you can strike a quicker, sharper blow with a tack-ham-

mer than with a sledge," and shows pictures of them both.

One of the best examples the Schoolmaster has lately seen of clever comparison used as a means of driving home a technical point is found in the advertisement of Williamson Underfeed Furnaces and Boilers, which is reproduced herewith. The principle on which these furnaces and boilers operate is that of supplying fuel from below, which, according to the manufacturer, results in a hot, clean fire which burns up smoke, soot and gas, and transforms them into heat. To illustrate the idea, Professor Fara-

day's homely example of the candle flame is used. Under a "human interest" picture of Faraday his words are quoted:

"You remember that when a candle burns badly it produces smoke but if it is burning well there is no smoke. *And you know that the brightness of the candle is due to this smoke, which becomes ignited.* Here is an experiment to prove this: So long as the smoke remains in the flame of the candle and becomes ignited, it gives a beautiful light, and never appears to us in the form of black particles."

The idea is definitely linked up with the Williamson product a little further on:

"When the great Michael Faraday delivered his fa-



From Professor Fendley's lecture notes:
"Channel History of a Coast"
"You remember that when a vessel has"

Let This Principle Cut Your Coal Bills $\frac{1}{2}$ to $\frac{2}{3}$

GUARANTEED

[illegible]

You know that coal prices are jumping, jumping, jumping. Output is taxed to the limit. The better grades of coal are harder to get than ever. Every time you buy coal you pay a new high price. Stop it—cut your coal bills $\frac{1}{2}$ to $\frac{3}{4}$ and have cleaner, more abundant, and more uniform heat—guaranteed with the Williamson UNDERFEED.

When the great Michael Faraday delivered his famous lecture, "Chemical History of a Candle" before the Royal Society, London, England, he demonstrated a great heating principle which a hundred years later was to be embodied in Williamson UNDERFEED Furnaces and Boilers.

Is the UNDERFEED fresh coal a real treat—the hot, clean fire is always on top of the coals where it keeps the additive radiating surface. Smoke, dust and gas are all consumed and transformed into heat as they pass upward through the first fire (think of a partly-burned coal). Everything burned to a clean, white and sanitary ash.

2 Because of this scientific principle the Williams **UNDERFEED** burns the cheaper grades of coal to cleanly and effectively as others burn the costlier grades—a first great saving!

² The time is coming when the free book will serve you many a dollar, as well as the reason for it being—NOW.

WILLIAMSON
UNDERFEED CATTLE
Cut Coal Bills 1/2 to 2/3 Guaranteed

Cut Coat Data 7/2 to 7/2 Chardavea

The Williams-Sonoma Co., 735 Fifth Ave., Oakland, CA.
 Tell us how to get our copy today by fax or e-mail: Williams@Vnet.com

Share with _____ Days or the Week _____
(Date & day must be entered in)

⑤: Is the contractor's bid on _____

STANDARD CONTRACT FORM: Use only for order on Williams-Sonoma and its properties. Not for resale.

.....

USE OF COMPARISON

GOOD USE OF COMPARISON

PRINTERS' INK

amous lecture, 'Chemical History of a Candle,' before the Royal Society, London, England, he demonstrated a great heating principle which a hundred years later was to be embodied in Williamson Underfeed Furnaces and Boilers.

In the underfeed fresh coal is fed from *below*—the hot, clean fire is always on top of the coals where it hugs the effective radiating surfaces. Smoke, soot and gas are all consumed and transformed into heat as they pass upward through the fire! No clinkers or partly-burned coals. Everything burned to a clean, white and feathery ash."

This is not only an interesting and vivid presentation of the scientific principle, but it is furnace copy of the sort which doesn't

Animated Trailer Films

solve the problem of high-class motion picture advertising at a reasonable cost.

Write for booklet explaining this new Dealer's Help.

Manhattan Slide & Film Co., Inc.
"Trailers that Lead"
118 East 28th St. New York City

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago
The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

PRINTING

ADEQUATELY equipped to handle your PRINTING and BINDING in an effective style and with dispatch. Our ideal plant controls the situation.

Charles Francis Press
461 Eighth Ave. New York City

BINDING

STUBBS OFFSET PRINTING AN ORGANIZATION OF ABILITY - AND DEPENDABILITY THE STUBBS CO DETROIT

DISPLAY ADVERTISING

B & B SIGN CO. INC
GLASS SIGNS AND SMALL ELECTRIC SIGNS
FOR ADVERTISING ~ MOVING WINDOW DISPLAYS ~ WINDOW SIGNS AND LETTERING

341-347 FIFTH AVE. N.Y.C.

Chance a Dollar on Tim Thrift

It won't break you—and he'll send you his new direct-mail magazine, *The Mailbag*, for a year. If you aren't satisfied that every issue's a dollar's worth, you can have your money back.

If you want to keep advancing in your knowledge of direct-mail advertising—if you want to know the plans, schemes, ideas, stunts, with letters, folders, booklets, enclosures, broadsides, mailing cards, that have won for other men—if you want the biggest dollar's worth you ever bought—write your name and address on the margin—attach a dollar—and mail it to TIM THRIFT, The Mailbag Publishing Company, 1800 E. 40th St., Cleveland, Ohio.

"Y and E" Advertising Systems

Rates
Inquiries and Sales
Purchase Orders
Clippings
Contracts
Stock Record

Magazine Adv.
Schedule of Adv.
Ledger
Cuts, Photos
Job Costs
Filing Cabinets

YAWMAN AND ERBE MFG. CO.

844 St. Paul St., Rochester, N. Y. and other cities
Filing Devices and Office Systems.

Follow the lead of the World's
greatest adver-
tisers—

**POPULARIZE
YOUR TRADE
MARK**

Send illustration for
quotations—

Our booklet, *Successful Advertising Ideas*
—FREE—

**The Old King Cole
Papier Mache Co.**

Canton, O.



We reproduce this
familiar Trade Mark

make you angry when you read it in warm weather (it appeared in July). In the season when Old Sol does his own heating, and gets things warmer than the janitor of the apartment house ever dreamed of doing in his best days, the usual appeal with a little girl gazing out of the window at a snowbank would be more apt to make the possible purchaser froth at the mouth than send for the catalogue.

* * *

Several months ago PRINTERS' INK suggested that large manufacturers would find in their own sales figures a fertile source of copy material. The Schoolmaster notices that Harvey Chalmers & Son are using a variant of this idea. At the bottom of their advertisements appears the statement, "We make 7,000 buttons a minute." That sentence graphically pictures the bigness of the firm's production. Seven thousand buttons a minute becomes 420,000 an hour, and in an eight-hour day the output runs up to the impressive total of 3,360,000. Manufacturers whose production justifies them in marshalling figures in this way can express the dominance of their position in no more effective manner.

Einson Inc. window displays.

are specially designed to solve
your problems and to sell your
goods—and they do.

Send for photos of
recent displays.
EINSON, INC.
327 E. 29th St., N. Y.

To help your salesmen to better understand Advertising) TALK WITH **Heegstra**

H. Walton **HEEGSTRA Inc.**—MERCHANDISING—25 E. Jackson Boulevard, Chicago

Classified Advertisements

HELP WANTED

COMPOSING-ROOM FOREMAN
WANTED; ONLY THOSE WITH
EXPERIENCE AND A-1 REFER-
ENCES NEED APPLY. BOX 839,
CARE PRINTERS' INK.

ARTIST AND COPY WRITER

Wanted for a leading export maga-
zine. Write, stating experience, salary
and "Exp." Box 821, care Printers
Ink.

MAKE-UP MAN

Wanted for a leading monthly maga-
zine. Write, stating experience, salary,
etc., to "EXP," Box 822, care Printers
Ink.

Wanted—Printing Solicitor

One who controls some trade. Salary
or commission. Box 843, care Printers
Ink.

SALESMAN OF REFINEMENT
NEEDED TO SELL ANNOUNCE-
MENTS THAT BREATHE DISTINC-
TION. Used by the higher class shops.
Commission. Box 842, care P. I.

Copy-writer wanted for agency.

Good opportunity for right man. State
previous connections, age, and salary
wanted. Position open now. Give full
details in first letter. Submit samples.
Keeshen Advertising Co., Oklahoma
City.

Copy Writer—An assistant in the ad-
vertising office of a large St. Louis depart-
ment store. This is an excellent position
with a splendid future for the man or
woman who can qualify. Give full par-
ticulars and send samples of recent
work. Box 817, care Printers' Ink.

EDITOR (Assistant) for an automobile
journal. Must be familiar with the
construction and running of motor cars
and understand practical mechanics.
Give full particulars as to previous ex-
perience and state salary expected. Ex-
pert, Box 654, Post Office, N. Y. City

A Circulation Manager

is wanted for large Eastern
daily. The paper is the best in
its field. Its circulation is rap-
idly increasing. The need is
for an experienced circulation
executive who can create and
maintain a highly efficient dis-
tributing organization. It re-
quires a resourceful, energetic
organizer and executive—not a
schemer. It will give the right
man a splendid opportunity.

Write fully, stating age, na-
tionality, experience in detail
and salary desired. Your letter
will be held in strict confidence.
Address Box 831, care Printers'
Ink.

WANTED—Young man as artist and
layout man, by large Eastern Ohio man-
ufacturer. Must have advertising in-
clinations and common sense in addi-
tion to ability to create and develop
ideas. Give full particulars, age, expe-
rience, connections and salary expected.
Box 814, care Printers' Ink.

Advertising Solicitors calling on national
advertisers to sell our moving picture
advertising service as a side line. No
investment required. We provide sam-
ple reels, which tell how we are serving
The Willys-Overland Company, The B.
F. Goodrich Rubber Company, and other
advertisers who demand positive results.
Active, able, ambitious men will find
this a splendid opportunity. Address,
B-D-F FILMS, Wilkes-Barre, Pa.

Young Man as Assistant Advertising Manager

for well-known manufacturer, Chicago.
Must have at least two years' experience.
Executing mechanical details of cam-
paign. Includes editing monthly bulle-
tins. Will be given opportunity. \$125
a month to start. References, age. Make
your letters represent you. Box 816,
care Printers' Ink.

ADVERTISING ASSISTANT

Wanted by Advertising Manager of a
Western Financial Concern. Would like
to hear from young energetic, ambitious
man who has had experience preparing
copy in the shape of letters, circulars
and other advertising matter relating to
industrial promotion and the sale of
stock and first mortgage bonds. Appli-
cant must also be familiar with advertis-
ing office detail in all its phases. There
is a big future in this Corporation for
the man who can make good in this
position, but he must be willing to start
modestly, relying on the results of own
efforts for advancement. In reply to
this advertisement, give detailed infor-
mation regarding experience, age, salary
wanted, etc., also advise if are subject
to draft. Enclose photograph if possible.
Address, Care Printers' Ink, Box 818.

Resourceful Young Men Needed

Several young men of good personality
and with promise of exceptional ability
are needed for positions as traveling
representatives. The training and ex-
perience given has for its ultimate pur-
pose the fitting for executive positions
which abound in this industry. Men
of college education preferred.

Traveling Dept.,
VICTOR TALKING MACHINE CO.,
Camden, N. J.

PRINTING SALESMAN WANTED, not a solicitor, but a real salesman with "punch," by a concern doing high-class color and half-tone work—must be able to do no less than \$50,000.00 annually of high-grade work—salary \$3000.00 a year and commission. Box 815, care P. I.

Wanted EASTERN REPRESENTATIVE WESTERN REPRESENTATIVE

A non-technical monthly trade journal, established over a year and the unquestioned leader in its field, catering to subscribers controlling the expenditure of over \$1,000,000,000.00 annually, wants a traveling representative for the eastern field and one for the western field. No objection to men now handling one or two non-conflicting publications but would make more liberal offer to men handling this magazine exclusively. State past and present connections and give references when writing for full information. Address C. J. Zaiser, Pub., 400 Free Press Bldg., Milwaukee, Wis.

SOMEWHERE

there is a young man with vision enough to recognize an opportunity, and ability enough to capitalize on it.

IN NEW YORK CITY

there is a publisher of class magazines who offers that opportunity and wants to meet the man who can make the most of it. Experience is secondary to adaptability and the absolute determination to make good. The first letter must contain full details of education, experience, etc. An interview then can be arranged. Address Box 829, care Printers' Ink.

MISCELLANEOUS

FOR LEASE—Pacific Coast Morning Newspaper in thriving inland city of 3,500. Not a run-down proposition, but a live, money-making one. Open only to reliable parties of some financial standing. Cash rental. Don't answer unless you are prepared to do business. Address Box 840, care P. I.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

I. C. S. Complete Advertising Course; 4 volumes. Fine condition. First check for \$20.00 takes them. Money back if wanted. Drafted. Box 828, care Printers' Ink.

IDEAS. Study the best selling and advertising ideas in America. We clip newspaper ads—your line—all principal cities. Cost small. **BOYD SYSTEM, WASHINGTON, D. C.**

Big field for independent Democratic daily and job office. Nearly 20,000 population. But one near newspaper about as popular as the Kaiser. Box 974, Pocatello, Idaho.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

TRUSTEES' SALE September 8th

The following property of the American Printing Company will be sold by me at St. Joseph, Mo., on Sept. 8th:

- 3 Cylinder Presses
- 4 Platen Presses
- 2 Cross Automatic Paper Feeders
- 2 Linotype Machines
- 1 Folding Machine
- 2 Stitching Machines
- 1 Self-Clamp Paper Cutter
- 1 Otto Gas Engine
- 1 Dynamo, together with all belting, shafting, pulleys, etc., used in connection therewith:

Also type of all kinds and descriptions, imposing stones, type cabinets, all furniture and fixtures of any kind whatsoever.

Walter Fulkerson, Trustee.

POSITIONS WANTED

Mr. Publisher of daily of 10,000 to 20,000 circulation: Advertising-Business Manager open to position Sept. 15. Salary \$50. For details or interview address Box 824, care Printers' Ink.

Advertising and Sales Executive Aggressive, resourceful man of proven ability—accustomed to taking initiative and assuming responsibility. Splendid record. Box 837, care Printers' Ink.

YOUNG WOMAN DESIRES POSITION with well-established firm, having thorough knowledge of filing in all its branches with ability of taking charge. Accurate and energetic. Box 819, care Printers' Ink.

BRIGHT ADVERTISING MEN who have had successful experience with **MERCANTILE and MANUFACTURING** concerns are among our clients. If you have an opening, give us your requirements and let us send records. No charge is made to employers. **FERNALD'S EXCHANGE, Inc.** (established 1898). Third National Bank Building, Springfield, Mass.

Executive of Proven Ability

My services are of value to some big man of affairs who requires a man of judgment, tact and experience to relieve him of the various details incidental to the administration of modern business. Age, 38; married; live American—12 years experience sales production, advertising, office, factory management. Room 1636 Woolworth Building.

DRAFT ME into the advertising service (18). Evening High graduate, Alexander Hamilton student. Three years' business experience. Basic knowledge engraving, layouts, type, etc. For details, Box 838, care Printers' Ink.

WOMAN with unusual training as writer of copy, sales letters and articles; actual sales experience; manager for two corporations nationally prominent; prefers agency or publisher in New York or Chicago. Box 825, care Printers' Ink.

Mail Order Expert

open for engagement. Can build up a general mail order business from the ground up in all departments. Write for further information. Box 830, care Printers' Ink.

ATTENTION CHICAGO!

Young military exempt, well grounded in advertising theory, a valuable junior with some months publicity experience, best references, wants chance to make good. Box 827, care Printers' Ink, 1720 Lytton Bldg., Chicago.

If You Want a Business Manager

on a Newspaper of 15,000 or more circulation, I can prove ability by past record. Thirty-five years old, married. State proposition fully. Address, Ability, Box 841, care Printers' Ink.

ARTIST—Figure man and designer desires a change. Experienced man in printing house art. Capable of doing his own thinking. Prefers position with house doing its own printing and handling high-grade advertising. Box 835, care Printers' Ink.

ARTIST—Location by capable agency man. 24. Versatile. Lettering, designing, retouching, layouts, etc. Excellent on quick sample sketches. Advertising agency and engraving house experience. Quick at catching ideas, assisting copy man, etc. Box 820, care Printers' Ink.

Have knocked around printing

business over 3 years. Good knowledge engraving, printing, binding. High-school grad. Age 21; not in draft. Just breaking into adv. business. Want job with good prospects for future. Box 836, P. I.

This man would be useful in your service dept. 17 years' general experience; 8 years' sales, calling on retail and wholesale trade; some sales management experience; can formulate plans and write copy; knows type, cuts, etc.; I. C. S. trained; 32, married; moderate salary. Box 834, care Printers' Ink.

YOUNG ADVERTISING WOMAN to broaden scope wishes to locate with an agency, mail order, magazine or publishing house. Secretarial, newspaper and department store experience. Adaptable, efficient, enthusiastic. Now employed as Chief Copy Writer in large department store. Excellent reference. Box 823, care Printers' Ink.

Young college man twenty-eight years of age (exempt—reason, dependents), at present employed as advertising manager and assistant superintendent for a large mercantile house, is anxious to connect with concern offering larger possibilities as to future. Experienced in general magazine, newspaper, and mail order advertising. Good copy and layout man, familiar with all branches of printing and engraving. Minimum salary. Box 812, care P. I.

PROHIBITION

compels me to make new connection. Am 34 years old, and for 18 years have been with present house, of which I am an officer and office manager, position earned through conscientious effort. Desire to associate with first-class concern that requires trustworthy executive; a man who has made good. Salary about \$3,000. Perhaps an interview may prove mutually advantageous. Box 833, Printers' Ink.

RESULTS SPEAK

LOUDER THAN WORDS—ABLE SALES - ADVERTISING EXECUTIVE. Qualified through 15 years' selling-management sales force, sales production, advertising, office management. Conversant with big business and proper administration of same. Now employed—open for engagement September 1st. Credentials will prove ability of results achieved. Box 832, care Printers' Ink.

In Plain Words:

I know high-class printing in its entirety, incl. planning, type arrangement, art work, etc., selling, organizing, general office work, accounting, statistics, resourceful in new ideas, familiar with advertising, but am no copy writer.

I am 40 years young, Christian, educated, reliable, progressive, of good appearance.

I want connection with concern of good standing, but not exclusively as salesman.

Address Ernest Brisch,
1016 Stebbins Ave., New York City.

Let Me Relieve You of the Details

Fifteen years as Advertising and Sales Manager helping salesmen sell.

Thorough knowledge of merchandising.

University honor man, 33, now employed, wishes change offering big opportunity. Systematic, energetic. Competent to plan and carry out complete campaigns in all details.

Box 813, care Printers' Ink.

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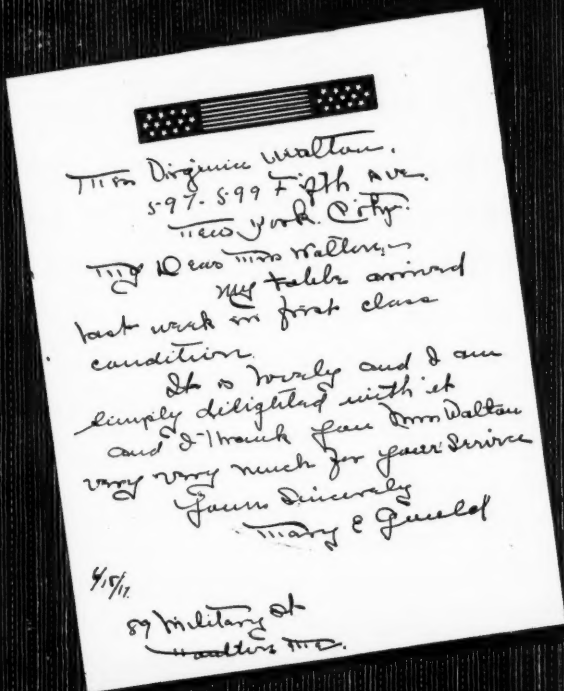
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Number 2

Buying advertising intelligently

The difference between investment and speculation in the purchase of advertising space is the difference between buying space in Scribner's Magazine, after receiving a credit-agency report on the quality of 12½% of Scribner's subscription circulation, and using space in publications less reassuring in their methods.

Reader confidence is what makes Scribner's of value to you. Here is the evidence:



Mr. Virginia Walton,
597 Fifth Ave.
New York City.

My dear Mr. Walton,

Last week in first class
condition.

It is truly and I am
simply delighted with it
and I thank you Mr. Walton
very very much for your service.

Yours sincerely
Mary E. Gieselof

4/27/11

89 Military St.
Waltham Mass.

A letter from a Scribner subscriber to the director of our Fifth Avenue Shopping Section



50¢ a copy
\$5.00 a year

ARCHITECTURE

THE PROFESSIONAL ARCHITECTURAL MONTHLY

F. E. WALLIS, of WALLIS & GOODWILLE, Architects, New York, in a letter to J. B. Carrington, editor of ARCHITECTURE says: "I Congratulate the profession for having you—a free field and a fresh mind."

A. B. C. Member CHARLES SCRIBNER'S SONS, PUBLISHERS, NEW YORK



THE CHICAGO TRIBUNE was first in the following classes of display advertising of all Chicago papers for the seven months of 1917:

Automobiles
Clothing
Financial
Furniture
Groceries
Musical Instruments
Publishers
Resorts and Hotels
Tobacco
And many other miscellaneous classes.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office:

251 Fifth Avenue, New York City

Pacific Coast Advertising Office:

742 Market Street, San Francisco